United States
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Economic
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Service

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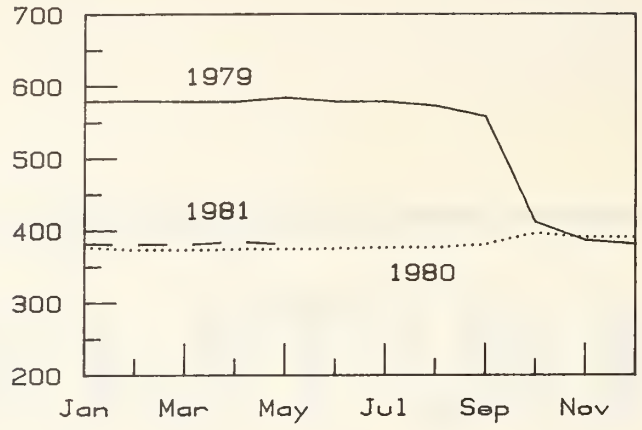
July 1981

Fruit

OUTLOOK & SITUATION

Dried Fruit: BLS Wholesale Price Index



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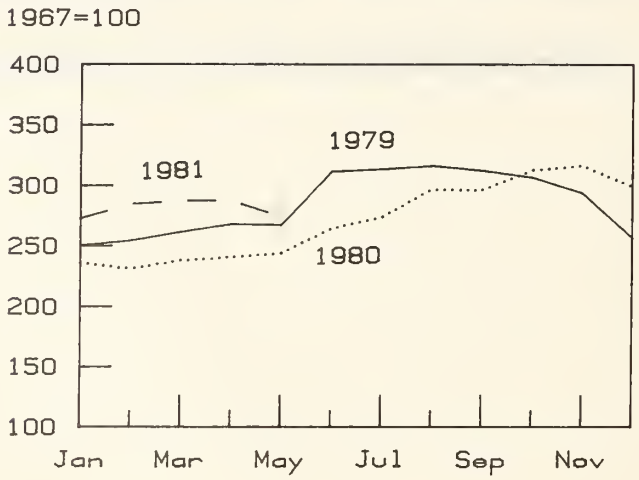
U.S. Orange: BLS Consumer Price Index



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Summary

Large Supplies of Fresh Noncitrus Fruit Will Moderate Price Increases

Supplies of fresh noncitrus fruit will be large this summer. If June 1 forecasts are realized, production of early harvested summer fruit (excluding dried prunes) will be only moderately smaller than last year's big crop. In addition, more fruit may be shipped to the fresh market because stocks of most canned fruit are considerably larger than a year ago. Also, remaining supplies of apples and pears in cold storage at the beginning of June were well above a year ago. Consequently, available supplies of fresh noncitrus will moderage price increases.

Freestone peach production should be down only 1 percent from last year, but production from the nine Southern states is expected to rise 13 percent. On the other hand, California Clingstone peaches, used mostly for canning, will likely fall 10 percent from 1980. Altogether, the total supply of U.S. peaches will be down 6 percent from 1980.

The West Coast Bartlett pear crop will be down, as will apricots. However, California nectarine production is forecast to be another alltime high. California plums will also capture a record, up 13 percent. Because of bad weather, sweet cherries will be down 19 percent from last year, and tart cherries will likely be 35 percent smaller.

The citrus crop on June 1 was forecast at 14.8 million tons, 10 percent below 1979/80. All citrus decreased except lemons. As of June 1, remaining unharvested supplies, except California-Arizona Valencias were down sharply from last year.

The reduced Florida orange crop, combined with lower juice yield, caused a considerably smaller pack of frozen concentrated orange juice (FCOJ). However, because of sharply larger carryin stocks and imports, mostly from Brazil, total FCOJ supplies are only moderately lower than 1979/80. Immediately after the Florida's January freeze, canners raised f.o.b. prices of FCOJ several times to $4.45 a dozen 6-ounce cans. But, because of slackening movement, f.o.b. prices dropped to $4.25 in early April. This compared with $3.00 before the prefreeze and $3.25 to $3.30 a year earlier. Movement has been relatively good. Therefore, prices are likely to remain firm.

So far this year, the index of grower prices for fresh and processing fruit has averaged almost 3 percent lower than 1980. The June index was 5 percent below a year ago, because lower prices of apples, peaches, pears, strawberries, and lemons more than offset higher prices for grapefruit and oranges. Because remaining citrus supplies are sharply reduced, the index is likely to climb seasonally during summer.

Retail prices of fresh and processed fruit have been moderately above a year ago and are expected to remain so because of rising marketing costs. With adequate supplies of summer fruit and the sluggish economy, the increase in retail prices is likely to be moderate in the third quarter.

Reflecting the larger 1980 pack and slackening movement, carryover stocks of most major canned fruits will likely be bigger than last year. So, even with a smaller pack likely this year, total supplies of canned fruit will be large enough to meet expected requirements. Prices of canned fruit so far this season, have climbed from a year ago, even when packers offered occasional promotional allowances.

Because of higher costs of raw materials and processing, wholesale prices of frozen strawberries have risen moderately. Together with higher costs to processors, the projected smaller domestic pack and reduced imports from Mexico will further strengthen prices of frozen strawberries during 1981/82.

Even with ample supplies, wholesale prices of dried fruit are still high. The first USDA forecast of the 1981 California grapes will be released July 10. Industry surveys indicate lower bunch counts.

GENERAL PRICE OUTLOOK

So far this year, the index of grower prices for fresh and processing fruit has averaged almost 3 percent lower than 1980. The June index was 5 percent below a year ago, because lower prices of apples, peaches, pears, strawberries, and lemons more than offset higher prices for grapefruit and oranges. Because remaining citrus supplies are sharply reduced, the index is likely to climb seasonally during summer.

Higher citrus prices also helped push retail fresh fruit prices moderately above a year earlier. In addition, marketing costs continue to rise because truck rates for example have increased 8 to 10 percent from a year ago. The Bureau of Labor Statistics' (BLS) May index for retail fresh fruit price stood at 276.6 (1967=100), 4.5 percent higher than a year earlier. Higher prices were recorded for all fruits except apples. Prices will likely rise seasonally until supplies of the new citrus and noncitrus crops become available this fall.

Sharply higher prices of frozen concentrated orange juice (FC0J) pushed the retail processed fruit index well above year-earlier levels. The BLS May index advanced to 142.1 from 141.0 in April and is now 13 percent higher than last year. Prices should remain firm in view of good demand and continually rising marketing costs.

Despite larger supplies, wholesale prices of canned fruit have climbed steadily to levels moderately higher than a year earlier. Although packers occasionally offered promotional allowances for several types of canned fruit, the BLS May wholesale price index for canned fruit, at 238.7, was still 4 percent above a year earlier. Higher prices have slowed movement, and, consequently, stocks of most canned fruit are larger than a year earlier. Even with smaller crops of clingstone peaches and Barlett pears, wholesale prices of canned fruit may remain relatively steady.

Wholesale prices of frozen strawberries have been slightly to moderately higher than a year ago. But, with sharply reduced supplies from Mexico, wholesale prices are expected to advance. Wholesale prices of raisins since February have been steady at last year's levels.

Immediately after the freeze, Florida packers raised f.o.b. prices of FCOJ several times to $4.45 a dozen 6-ounce cans. But, because of slackening movement, packers lowered the price to $4.25 in early April. This compares with $3.25 to $3.30 a year earlier. In response to improved movement, prices have been firm and are likely to remain so throughout the season.

Table 1—Index of quarterly and annual prices received by growers for fresh and processing fruit

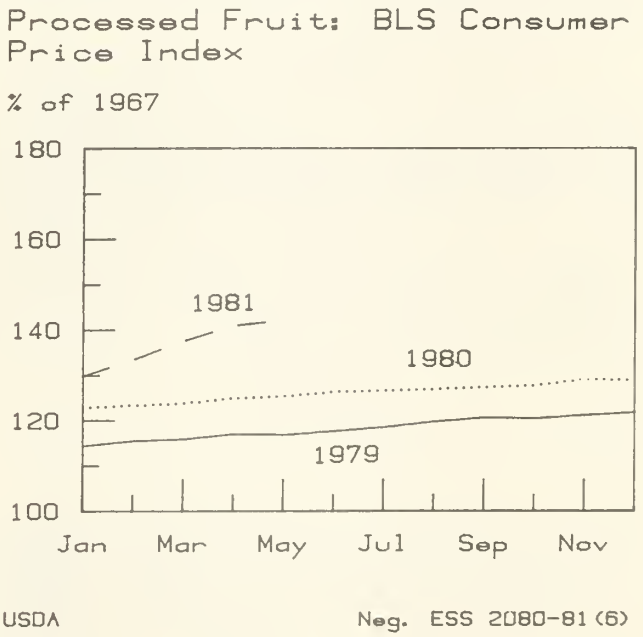
Year	1967=100				
	Annual	1st	2nd	3rd	4th
1977	163	143	151	159	200
1978	224	189	220	260	225
1979	235	218	237	254	232
1980	207	201	213	204	212
1981		192	[1]211		

[1]Two-month average.
Source: Agricultural Prices, CRB, ESS.

Table 2—Quarterly and annual consumer price indexes for fresh fruit

Year	1967=100				
	Annual	1st	2nd	3rd	4th
1977	185	172	190	193	185
1978	221	194	222	247	221
1979	248	218	251	279	246
1980	264	238	265	290	261
1981		256	[1]274		

[1]Two-month average
Source: Bureau of Labor Statistics, U.S. Department of Labor.



NONCITRUS

Adequate supplies of fresh summer fruit will be available to consumers this year. If June 1 forecasts are realized, this summer's production of early-harvested noncitrus fruit (excluding dried prunes) will be moderately below last year's large production. In addition, more fruits may be shipped to the fresh market because stocks

Table 3—U.S. fruit production for selected crops, 1979, 1980, and indicated 1981

Crops	1979	1980	1981
		1,000 tons	
Apricots	144	119	108
Cherries, sweet	182	172	139
Cherries, tart	85	110	71
Nectarines	172	193	210
Peaches	1,476	1,537	1,450
Barlett pears (West Coast)	593	610	585
California plums	175	160	180
Total	2,827	2,901	2,743
California prunes (dried basis)	136	168	155

Source: Crop Production, ESS, SRS.

of most canned fruit are considerably larger than a year ago. However, retail price will remain above a year earlier because of continually rising marketing costs.

Because of larger stocks, supplies of canned fruit will be adequate—even with smaller crops of clingstone peaches and Barlett pears. Prices are expected to be firm at all levels because costs of processing and marketing will continue to rise. However, the slow economy and high unemployment rates both here and abroad could dampen canned fruit prices somewhat.

Total supplies of frozen fruits and berries are likely to be smaller this season than last. The sharply smaller tart cherry crop will reduce the frozen pack substantially. The prospect of a smaller domestic pack of frozen strawberries, combined with reduced imports from Mexico, will result in substantially smaller supplies than last season. On June 1, stocks of the 10 major frozen fruits and berries were 11 percent above last year. So, even with a smaller pack in prospect, prices of most frozen items are not likely to increase appreciably.

Apricots

Smaller Crop In Prospect

If current prospects are realized, the 1981 U.S. apricot crop will total 108,000 tons (97,500 metric tons), 10 percent less than last year's crop. In California, the forecast was 105,000 tons, 9 percent less than last year. The April frost reduced production of canning varieties. The Washington crop of 900 tons will likely be 64 percent below last year because of poor pollinating weather and damaging frosts in April. But, the Utah crop was projected at 1,600 tons, 7 percent larger than 1980. The set is heavy in most areas, with spotty frost damage in a few localities.

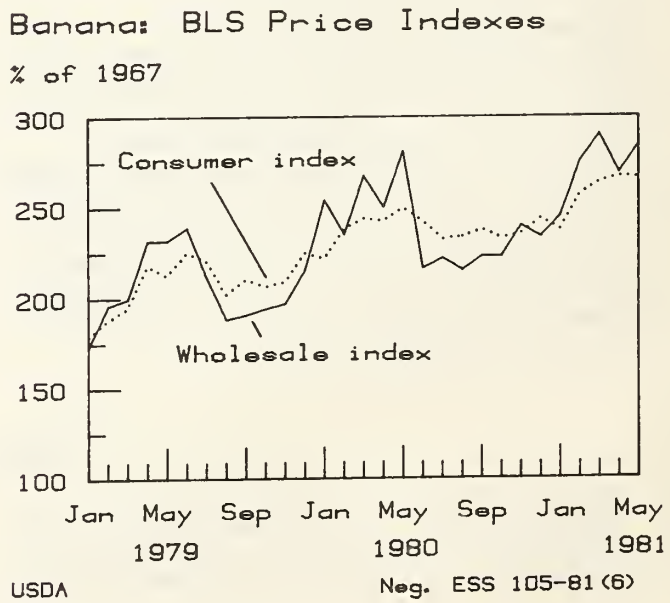
Most of this year's crop, as usual, will be processed. About 65 percent of the California apricot crop was canned last year, and 23 percent dried. The remainder was frozen or sold in the fresh market. Apricots from Utah and Washington are sold fresh only.

With a 9-percent drop in the California crop, the total pack of canned apricots is likely to be smaller than last season. However, a larger-than normal carryin at the beginning of the season and an average pack could still bring about an adequate supply during 1981/82. Despite larger supplies, wholesale prices of canned apricots during 1980/81 have been moderately higher than a year ago. In May, the BLS wholesale price of canned apricots averaged $9.60 a dozen (No. 2-1/2's), almost 8 percent higher than a year earlier. Even with a smaller crop, prices are expected to remain relatively firm during 1981/82.

Bananas

Moderately Larger Imports

During the first 4 months, U.S. imports of bananas totaled 839,161 metric tons, an increase of 7 percent from a year ago. Larger imports were recorded from almost all countries in Latin America, but sharply larger imports from Panama was chiefly responsible for the rise. Imports from Panama totaled 88,491 metric tons, an increase of 345 percent, and accounted for 10 percent of total imports, compared with 2 percent a year earlier. Ecuador, with a 5-percent jump in shipments, replaced Honduras as our leading supplier so far this season. Both Honduras and Costa Rica showed substantial decreases from last year. Imports from Honduras—last year's leading U.S. supplier—declined 21 percent, accounting for only 19 percent of total U.S. banana imports, compared with 26 percent last year. Shipments from Costa Rica amounted to 152,393 tons, off 14 percent from a year earlier.



Because of continually increasing marketing costs, retail prices of bananas have been above a year earlier. The BLS's estimate of retail prices for bananas averaged $0.38 a pound in May, up 7 percent from a year ago. With relatively large supplies of fresh soft fruit this summer, the rise in banana prices could be moderate.

Cherries

Sharply Lower Sweet Cherry Production

U.S. sweet cherry production in 1981 will likely to total 139,000 tons (126,000 metric tons), 19 percent smaller than 1980 and the lowest since 1972. Reductions from last year are expected in every State except Montana and Oregon. Production of sweet cherries in three Pacific Coast States, forecast at 105,000 tons, is 19 percent less than last year. Decreases of 23 percent for California and 33 percent for Washington more than offset an increase of 9 percent from Oregon. The production forecast for the Great Lake States is 26 percent lower than last year.

The first forecast of Michigan's crop, at 23,000 tons, is down about 21 percent from last year. The smaller crop is the result of poor pollination and freeze damage during April. New York expects a crop that will be 57 percent smaller than 1980, with many areas expecting no crop this year because of the spring frost. The Pennsylvania forecast is down 43 percent from last year.

Through mid-June, shipments of fresh cherries have been light and prices high. A large proportion of the crop is likely to be marketed fresh this year because of the smaller crop and substantially higher prices in the fresh market. Consequently, the total pack of canned sweet cherries will be smaller than last year. The likely drop in pack size and carryover stocks will cause the total supply of canned cherries during 1981/82 to fall well below last season. The BLS wholesale price of canned sweet cherries was lower than last year. May prices averaged $10.03 a case (12 No. 303 cans), 20 percent below a year ago. With a smaller supply in prospect, wholesale prices are expected to strengthen during 1981/82.

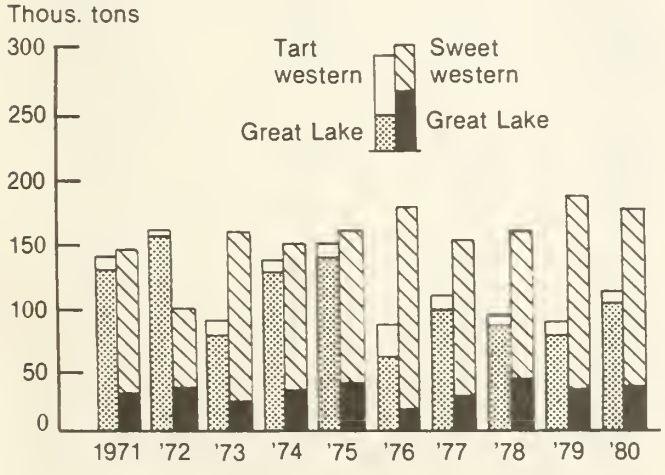
Smallest Tart Cherry Crop Since 1945

U.S. 1981 tart cherry production is forecast at 142 million pounds (64,400 metric tons), 35 percent below last year and 17 percent smaller than 1979. Output in the Great Lake States is expected to total 123 million pounds, 38 percent less than 1980 and 17 percent lower than 2 years earlier.

The Michigan crop, representing two-thirds of the U.S. total, is forecast at 95 million pounds, 37 percent below last year and 5 percent less than 1979. The Wisconsin production is also expected to be 17 percent below a year ago and 32 percent smaller than 1979, while Pennsylvania's output is estimated at 8 million pounds, 43 percent above last year. Production in New York is forecast at a record low 9.5 million pounds, 69 percent below last year and 65 percent less than 1979. The crop from the West (Colorado, Oregon, and Utah) is forecast at 19.4 million pounds, off only slightly from 1980.

Almost all the tart cherry crop is processed. Stocks of canned tart cherries as of April 1 dropped sharply below last year's large stocks but were still the largest in recent years. In contrast, at the beginning of June, stocks of frozen tart cherries were 45 percent more than a year ago. So, even with a sharply smaller crop, the supplies of both canned and frozen tart cherries for the 1981/82 season should be sufficient. Although growers and processors have not agreed upon prices, the smaller crop indicates that negotiated prices are likely to be higher than last year's low.

U.S. Cherry Production*



*Total production.

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Grapes

The first official estimates for the 1981 California grape crop will be available on July 10 and the total U.S. grape crop will be released on August 12.

California Grape Acreage Increases

Total grape acreage in California during the 1980 crop year is estimated at 683,019 acres, up 3.6 percent from 1979. Wine-type grapes, with 336,841 acres, continue to dominate, with 49.3 percent of the total acreage in California. Raisin type varieties totaled 273,083 acres—40 percent of the total. Table type varieties totaled 73,095 acres, or 10.7 percent of the total.

Of this total, 596,630 acres are estimated as bearing acreage and 86,389 acres as nonbearing. The bearing acreage was down slightly during 1980, while total nonbearing acreage rose considerably. Virtually all of the decrease in bearing acreage is accounted for by wine grapes, with a 3.6 percent decline from 1979 to 1980. This marks the third consecutive annual decline in wine-grape bearing acreage. Bearing acreage for raisin varieties increased from 239,77: in 1979 to 243,438 in 1980. Acreage of table grapes, 62,506 is up from 61,554 in 1979. Currently, the forecast for the total 1981 grape

Table 4--Cherries: Production by type, 12 States, 1979, 1980, and indicated 1981

State	Sweet			Tart			All varieties		
	1979	1980	1981	1979	1980	1981	1979	1980	1981
					Tons				
New York	4,200	5,100	2,200	13,650	15,200	4,750	17,850	20,300	6,950
Pennsylvania	730	700	400	3,150	2,800	4,000	3,880	3,500	4,400
Ohio	--	--	--	--	--	--	--	--	--
Michigan	27,000	29,000	23,000	50,000	75,000	47,500	77,000	104,000	70,500
Wisconsin	--	--	--	7,300	6,050	5,000	7,300	6,050	5,000
5 Great Lake States	31,930	34,800	25,600	74,100	99,050	61,250	106,030	133,850	86,850
Montana	2,950	700	1,800	--	--	--	2,950	700	1,800
Idaho	3,000	3,100	2,500	--	--	--	3,000	3,100	2,500
Colorado	--	--	--	850	1,000	950	850	1,000	950
Utah	4,200	4,100	4,000	8,500	6,500	6,500	12,700	10,600	10,500
Washington	67,600	52,000	35,000	--	--	--	67,600	52,000	35,000
Oregon	38,000	33,000	36,000	--	--	--	38,000	33,000	36,000
California	34,300	44,000	34,000	1,750	2,500	2,250	36,050	46,500	36,250
7 Western States	150,050	136,900	113,300	11,100	10,000	9,700	161,150	146,900	123,000
12 States	181,980	171,700	138,900	85,200	109,050	70,950	267,180	280,750	209,850

1/ Includes unharvested production and excess cullage, (Tons): Total sweet, 1979-150, 1980-5,400; Total tart (Tons), 1980-950.

Source: Crop Production, ESS, SRS

bearing acreage is 604,760, up 1.4 percent from 1980 with all three varieties showing increases.

Plantings of grapes fell almost 13 percent from 1979 to 1980. This marks the fourth decrease since 1976. Of total plantings—30,535 acres—wine variety grapes, at 15,187 acres, showed a decline of 24 percent. However, plantings of both raisin varieties and table grapes recorded slight increases.

Continued Large Wine Shipments

Demand for wine has steadily risen over many years. During 1980, a total of 478 million gallons of wine were distributed in the United States, up 7.6 percent from 1979 and 10.9 percent from 1978. Of the total, 375 million gallons were domestic wine, up 6.6 percent from the previous year. Imports, after a dip in 1979, recovered strongly—up 11.2 percent from a year earlier. Consequently, imports accounted for 21.4 percent of total wine shipments in 1980, compared with 20.7 percent a year earlier. This was mainly attributed to a significant increase in table wine sales in the United States.

The total for all wine entering distribution channels during the first 2 months of 1981 was up 2.8 percent from the previous year. The higher rate of growth was mostly due to the increased marketing of imported table wine. Imports' strong showing raised the market share from 18.9 last year to 23.4 percent this season. Despite increased sales, inventories of U.S. wines at the end of February were 8 percent higher than a year ago.

In response to good demand, the BLS wholesale price index for all wine advanced to 234.3 (1967=100) in May, 14.5 percent above a year earlier. Likewise, the BLS consumer price index of wine also has steadily climbed to 223.9 (1967=100) in May, up 7.4 percent from a year earlier. If demand continues to be good, wine prices are likely to remain strong.

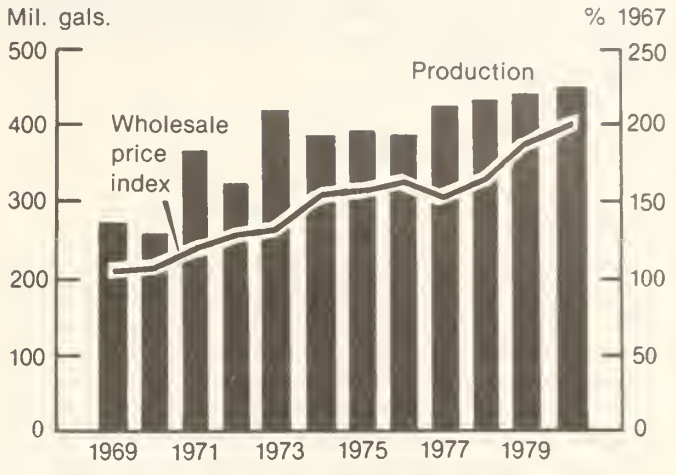
Table 5—Wine: Inventories in California, other States, and United States[1]

Area and type of wine	February 28		
	1981[3]	1980[4]	1979[4]
	1,000 gallons		
California:			
Table	438,965	402,341	349,442
Dessert	60,803	55,105	56,657
Other	15,329	13,224	14,381
Total	515,097	470,670	420,480
Other States:			
Table	28,781	29,075	31,474
Dessert	11,525	12,045	11,856
Other	4,712	4,152	4,260
Total	45,018	45,272	47,590
United States[2]:			
Table	467,746	433,226	380,872
Dessert	72,329	67,316	68,168
Other	20,040	17,875	18,645
Total	560,115	518,417	467,685

[1]Inventories in bonded wineries and wine cellars. Excludes substandard wine produced as distilling material. [2]Sum of components is not equal to total in all cases as a result of rounding individual figures. [3]Preliminary. [4]Sum of figures for California and Other States may not equal U.S. totals because U.S. totals are revised figures and revised figures are not available for individual states.

Source: Prepared by Wine Institute from reports of the Bureau of Alcohol, Tobacco and Firearms.

U.S. Wine



1980 production preliminary

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Raisin Stocks Larger

The raisin carryover at the end of the current marketing season is likely to be substantially larger than last season. According to the Raisin Administrative Committee, total shipments of all varieties of raisins through May 1 amounted to 168,489 tons, up 7 percent from a year ago, reflecting larger overall domestic shipments. Export shipments have shown a substantial decrease, primarily reflecting sharply smaller purchases from Europe, particularly France, the United Kingdom, the Netherlands, and Finland. However, Japan and West Germany—two of our leading customers—have purchased moderately to substantially more than last season. The lower export shipment for U.S. raisins is generally attributed to relatively higher U.S. prices and larger foreign production in several principal countries.

The new raisin pack will be mainly determined by the crop size of raisin varieties, namely Thompson Seedless, but it will also largely depend on purchases by wineries and, to some extent, on the amount channeled to the fresh market. Recent unofficial industry surveys indicated smaller bunch counts for Thompson Seedless grapes in the central and southern San Joaquin Valley. With larger inventories of wines, few Thompson Seedless grapes are likely to be used by wineries if good crop prospects for other wine varieties materialize. On the other hand, demand for grapes for the fresh market is likely to remain strong because the industry has increased advertising and promotion. Therefore, more Thompson Seedless grapes are likely to be marketed fresh. Consequently, the 1981 raisin pack may not be as large as last year. But, the total supply of raisins available for the 1981/82 marketing season may be still adequate for market needs.

Wholesale prices of raisins have been generally near last year's levels. The May BLS wholesale price was $24.62 a case (24 15-ounce packages), compared with $24.38 a year earlier.

Nectarines

Record Crop

The California nectarine crop, a record 210,000 tons (191,000 metric tons), was forecast to be 9 percent above 1980. This year's higher production comes from an increase in bearing acres. The current estimate of 1980 bearing acreage is 18,610 acres, compared with 16,510 in 1979. Potentially larger nectarine production can be expected in the years ahead if weather conditions are favorable. Overall quality is good this year, but there are some size problems.

Shipments through mid-June were running ahead of last year's pace. F.o.b. prices at shipping points opened sharply higher than year ago, but have fallen with increased volumes. In mid-June, f.o.b. prices of nectarines in the central and southern San Joaquin Valley were quoted at $9.00 for a 2-layer lug (tray pack, 70-72's), 18 percent above a year earlier. The 1980 season average grower price for fresh nectarines was $231 a ton, compared with $198 in 1979. The 1981 average price maybe higher than last year.

Peaches

Slightly Reduced Supplies Of Fresh Peaches

The 1981 peach production was forecast at 2.9 billion pounds (1.32 million metric tons), 6 percent less than last year. Excluding California clingstones, the U.S. crop, 1.56 billion pounds, should be down only 1 percent from 1980.

The nine Southern States are expected to produce 667 million pounds, 13 percent above last year. Larger crops are estimated for all States except North Carolina. South Carolina, the leading State, foresees a crop of 380 million pounds, 7 percent above 1980. Development is generally good in most areas. The Georgia crop is forecast at 135 million pounds, 13 percent above last year.

Prospects for peach production are not favorable in the Northern States. The New Jersey crop is forecast at 80 million pounds, 27 percent less than 1980. A crop of 65 million pounds—38 percent smaller—is likely in Pennsylvania, while the Michigan crop will be 12 percent less.

In the Western States, prospects for peach production are mixed. California's total freestone crop is expected to be 480 million pounds, slightly larger than last year. However, the Washington crop of freestone peaches, 18 million pounds, is estimated to be off 42 percent from 1980.

Harvest of early varieties began in May, and about 16 percent of the California freestone crop had been picked by June 1. Reports from major shipping points indicate that opening prices were sharply above a year earlier for comparable varieties and packs. Because of larger crops from California and the Southern States, shipments through mid-June were considerably above last year. Consequently, f.o.b. prices at shipping points have fallen from early season prices. By mid-June, f.o.b. prices for a 2-layer lug (tray pack, U.S. No. 1 grade) were quoted at $7.10 in the central and southern San Joaquin Valley, California, compared with $5.95 a year ago. However, f.o.b. prices for peaches from Georgia and South Carolina have fallen sharply below a year ago. As supplies increase, prices are projected to decline further. However, with lighter supplies expected from most of the late States, f.o.b prices during August and September will likely be above last year.

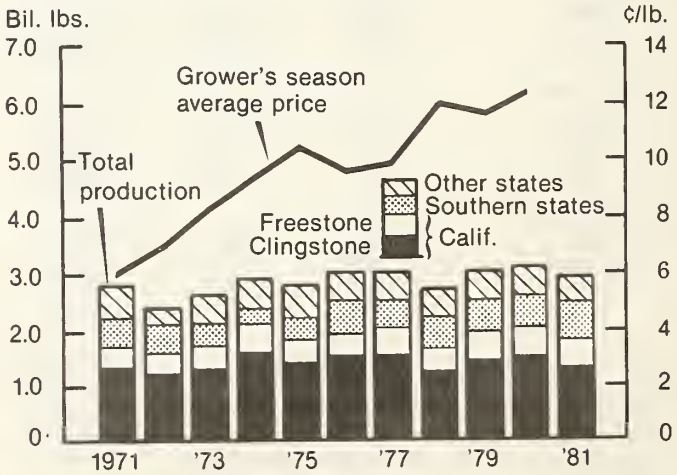
California Clingstone Peaches Down Substantially

The current forecast for California's 1981 clingstone peach output is 1.34 billion pounds (608,000 metric tons), down 10 percent from last year's record crop. While production forecast includes some fruit to be used for pickles, fresh shipment, juice, concentrate, and on-farm use, most will be used for canning. The average set per tree, adjusted for undersized fruit, is 1,455. This compares with 1,212 a year earlier.

Canned Clingstone Peach Stocks Larger

Stocks of canned clingstone peaches at the end of the season are expected to be larger than last season. So, even with a smaller pack in prospect, total supplies of canned peaches will be adequate to meet demand. Shipments so far this season were slightly behind last season's pace. However, promotional allowances in the last few months have greatly stimulated sales. Through May this season, total exports were down only 4 percent from a year ago. Shipments to Canada, our major customer, are down moderately, while the European

U.S. Peach Production and Prices



1981 indicated total production.

USDA

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Table 6—Peaches: Total production and season average prices received by growers 1979, 1980, and indicated 1981 production

State	Production			Price per pound[3]	
	1979[1]	1980[1]	1981	1979	1980
	Million pounds			*Cents*	
Southern States:					
North Carolina	50.0	45.0	40.0	16.3	12.8
South Carolina	350.0	355.0	380.0	13.9	17.6
Georgia	135.0	120.0	135.0	11.3	14.1
Alabama	20.0	14.0	20.0	18.5	22.5
Mississippi	3.0	2.5	5.5	20.0	24.5
Arkansas	36.0	28.0	40.0	13.8	13.5
Louisiana	7.0	4.0	7.0	23.0	32.0
Oklahoma	11.0	8.0	9.0	15.2	17.8
Texas	23.0	12.5	30.0	20.0	28.0
Total Southern States	635.0	589.0	666.5		
California:					
Clingstone[2]	1,400.0	1,495.0	1,340.0	8.9	9.4
Freestones	468.0	470.0	480.0	10.9	9.9
Total California	1,868.0	1,965.0	1,820.0		
Other States:					
Massachusetts	1.8	2.0	.8	32.0	30.0
Connecticut	2.5	2.8	.5	32.0	30.0
New York	6.7	13.0	9.0	22.2	23.5
New Jersey	95.0	110.0	80.0	16.9	20.8
Pennsylvania	80.0	105.0	65.0	14.7	14.5
Ohio	4.0	12.0	2.0	26.0	24.9
Indiana	4.2	8.0	7.0	22.0	25.0
Illinois	15.0	24.0	22.0	18.5	18.5
Michigan	35.0	40.0	35.0	19.4	19.2
Missouri	12.0	12.0	17.0	21.0	14.5
Kansas	5.0	6.5	5.0	25.0	20.0
Delaware	2.0	1.4	2.4	13.0	11.8
Maryland	22.0	19.0	19.0	14.3	13.3
Virginia	32.0	32.0	30.0	13.2	15.6
West Virginia	24.0	22.0	18.0	16.8	13.2
Kentucky	15.0	15.5	16.0	21.0	18.6
Tennessee	8.5	8.4	9.4	16.0	17.8
Idaho	10.5	13.0	12.0	15.0	12.5
Colorado	14.0	18.0	19.0	20.8	17.9
Utah	12.0	11.0	15.0	17.0	17.5
Washington	31.0	31.0	18.0	16.1	17.9
Oregon	16.0	13.0	12.0	19.2	22.3
Total Other States	448.2	519.6	414.1		
United States	2,951.2	3,073.6	2,900.6	11.6	12.4

[1]Includes unharvested production and excess cullage (million pounds): United States, excluding California clingstone, 1979-14.5, 1980-0.5. [2]California clingstone is over the scale tonnage and includes culls and cannery diversions (million pounds): 1979-90.0, 1980-113.0. [3]Season average price received by growers.
Source: Crop Production and Noncitrus Fruit and Nuts Annual, CRB, ESS.

Community (EC) bought considerately less than last season; the Netherlands leading the decline. Japan decreased its imports of U.S. canned peaches by 19 percent. However, shipments to Mexico were up sharply.

The California Canning Peach Association announced a sliding scale of prices for grower deliveries to processors for the 1981 crop. Prices ranged from $110 a ton for U.S. No. 1 Grade if more than 635,000 tons are delivered to $185 a ton for less than 525,000. Last year, the average base price to growers was $155 a ton. The 1981 base price is likely to be near last year's.

Because of the higher costs of raw products, sugar, and processing, wholesale prices of canned peaches have been higher during 1980/81 than the previous season. In May, the BLS wholesale price was $7.39 (12-2-1/2's), up almost 10 percent from a year ago. With an adequate supply in prospect, prices of canned peaches are not likely to rise appreciably.

Pears

Smaller Bartlett Pear Crop

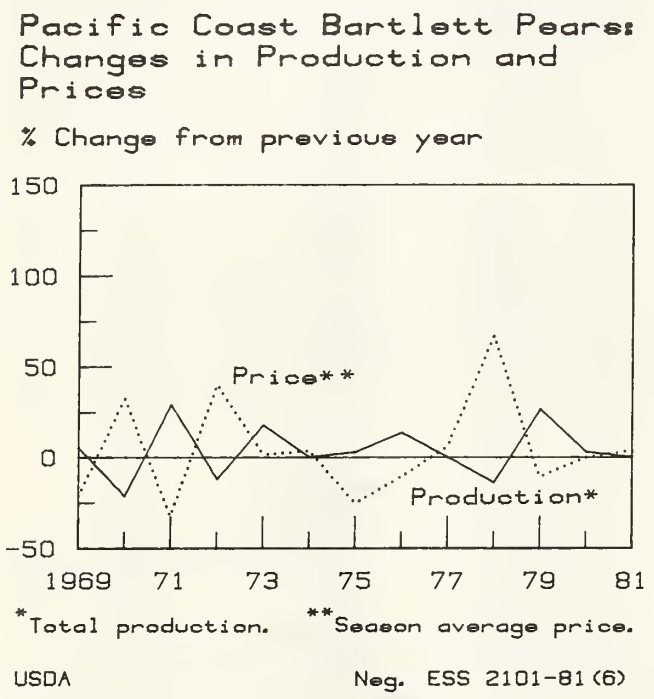
The West Coast Bartlett pear crop was forecast at 585,000 tons (531,000 metric tons), down 4 percent from 1980 and 1 percent less than 2 year earlier.

California's crop will likely be 360,000 tons, off 7 percent from 1980 but 1 percent above 1979. The set appears about the same as last year, with good sizes likely.

Table 7—West Coast Barlett pear production

State	1977[1]	1978	1979	1980	Indicated 1981
			Tons		
Washington	138,000	132,000	153,000	143,000	135,000
Oregon	80,000	55,500	85,000	80,000	90,000
California	326,000	281,000	355,000	387,000	360,000
Total	544,000	468,500	593,000	610,000	585,000

[1]Includes unharvested production and excess cullage, (Tons): 1977-1,000.
Source: Crop Report, ESS-SRS.



Washington expects a crop of 135,000 tons, 6 percent below last year and 12 percent less than in 1979. But, 0regon production was forecast at 90,000 tons, 13 percent more than 1980 and 6 percent above 2 years ago. Favorable weather during bloom and pollination caused in a heavy set.

At present, growers and peaches have not settled on prices for the 1981 crop. However, even with a smaller crop, sharply larger stocks of canned pears and relatively stable prices for cling peaches indicate that pear prices may settle near last year's level. Canners generally absorb about four-fifths of West Coast Bartlett pears.

Despite larger supplies, wholesale prices of canned pears have been steady at $8.37 (12-2-1/2's) this year, almost 8 percent above a year earlier. But, prices are not likely to rise appreciably because of adequate stocks.

Plums and Prunes

The 1981 California plum crop is forecast at a record 180,000 tons (163,000 metric tons), 13 percent above last year and 3 percent above 1979. Increased production mainly results from the 1,300-acre increase in area for harvest. Also, quality is very good. Harvest of major varieties is well underway, and shipments through mid-June have been substantially ahead of last year. Opening f.o.b. prices at shipping points in the central and southern San Joaquin Valley were generally below a year ago. In mid-June, f.o.b. prices for Red Beauty plums were quoted at $16.00 a 28-pound lug (3X4s), compared with $18.00 a year ago. In 1980, the average grower returns for California plums for fresh use was $456 a ton. The larger crop will likely cause lower prices for the season.

California's prune prospects, 155,000 tons (141,000 metric tons), is 8 percent less than last year, but 14 percent above the 1979 crop. Fruit sets and sizes are about the same as last year. Even with a smaller crop, supplies should be adequate to meet market needs during 1980/81 because of indications of substantially larger carryover stocks. According to the Prune Administrative Committee, the season's shipments (August 1, 1980 to June 1, 1981) to domestic and foreign markets were well above those of last year. However, unshipped supplies on June 1 were 72,662 tons (processed condition), 39 percent more than a year earlier.

In response to good demand, the wholesale prices of dried prunes, as reported by the BLS, have been higher than last year. The May price averaged $8.37 a case (24 1-pound packages), compared with $7.77 a year earlier. The supply for 1981/82 is not expected to increase appreciably; therefore, prices are likely to remain firm.

Strawberries

Lower Supplies Expected

The 1981 late strawberry production is currently estimated at 555 million pounds, 8 percent smaller than a year ago. The decrease is primarily the result of the smaller California crop, which, at 468.7 million pounds, is almost 9 percent less than last season. A crop of that size would account for 84 percent of late crop, compared with 86 percent a year ago. The reduction was primarily caused by lower yield.

A slightly smaller crop was also estimated for Washington where winter and frost damage has been spotty, with losses ranging from light to extensive. In contrast, Oregon's output, 47.5 million pounds, was up slightly from 1980. While Oregon's yields will likely be lower, a larger acreage for harvesting may offset the drop. A moderately bigger crop is also likely for New Jersey, up 8 percent, while Michigan production is estimated to be the same as last year.

This season's early strawberry crop from Florida was 51 million pounds, 7 percent larger than last season. An increase in acreage more than offset a decrease in yields.

Imports of fresh strawberries from Mexico totaled 1,547 metric tons during the first 4 months of 1981, down 59 percent from a year earlier. Exports of strawberries from Mexico are projected to be down in 1981. For the second consecutive year, strawberry production in Mexico will be significantly smaller as a result of late planting and adverse weather conditions.

Table 8—Strawberries: Acreage, yield per acre, and production for major States, 1979, 1980, and indicated 1981

Crop and State	Acreage			Yield per acre			Production		
	1979	1980	1981	1979	1980	1981	1979	1980	1981
	1,000 acres			*1,000 pounds*			*Million pounds*		
Strawberries[1]									
Early:									
Florida	2.4	2.5	3.0	16.0	19.0	17.0	38.4	47.5	51.0
Late:									
California	11.5	11.0	10.9	41.0	47.0	43.0	471.5	517.0	468.7
Michigan	2.8	2.7	2.7	7.0	6.5	6.5	19.6	17.6	17.6
New Jersey	.9	.9	.9	3.8	4.2	4.5	3.4	3.8	4.1
Oregon	5.2	5.2	5.4	8.2	8.9	8.8	42.6	46.3	47.5
Washington	3.1	2.9	2.8	5.3	6.0	6.1	16.4	17.4	17.1
Group total	23.5	22.7	22.7	23.6	26.5	24.4	553.5	602.1	555.0
Major State total	25.9	25.2	25.7	22.9	25.8	23.6	591.9	649.6	606.0

[1]Includes fresh market and processing.
Source: Vegetable Report, ESS-SRS.

Despite the smaller crop, grower prices for fresh strawberries had averaged generally below last year. In May, grower prices for fresh strawberries averaged $41.9 cents a pound, compared with $45.2 cents a year earlier. Total unloads of fresh strawberries through mid-June for 41 major cities totaled 179.2 million pounds, an increase of 12 percent from last season.

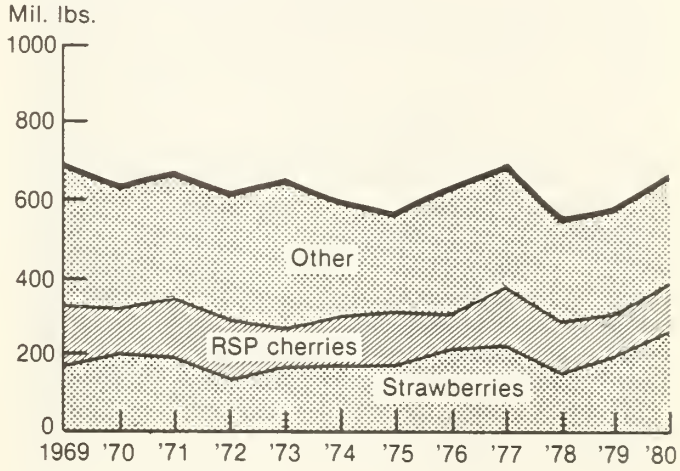
Reduced Supplies of Frozen Strawberries Likely

Carryover stocks of frozen strawberries at the beginning of the 1981 pack season (May 1) were near the previous season's levels. Deliveries to California freezers through June 6 totaled 57.5 million pounds, up 19 percent from last year. However, this year's total delivery is still not likely to surpass last year's volume because of the smaller crop. The harvesting of strawberries in Oregon and Washington began in mid-June. Slightly larger combined strawberry production in Oregon and Washington is not expected to result in significantly larger deliveries to freezers. Imports of frozen strawberries from Mexico through June 6 totaled 44.2 million pounds, compared with 57.6 million pounds a year ago. So, the smaller domestic pack, combined with the prospect of smaller imports from Mexico, will push the total supply of frozen strawberries below last season.

The current field prices for California strawberries delivered to freezers are 28 to 30 cents per pound, compared with 27 cents a year ago. The season average price will be higher than last season because of the reduced crop.

Wholesale prices of frozen strawberries have been slightly to moderately higher than last year. The May BLS wholesale price, $6.50 a case (12 10 ounce packages), was 5 percent above a year earlier. Smaller supplies and higher costs of raw materials and processing will further strengthen prices.

Frozen Fruit and Berry Pack*



*Excludes citrus juices

USDA Neg. ESS 3353-81(6)

CITRUS

Because of the January freeze in Florida, total production of this season's citrus crop is estimated at 14.8 million tons, down 10 percent from the 1979/80 record. The decrease is shared by most types of citrus. Consequently, prices received by growers are generally higher in Florida and Texas and lower in Arizona and California than a year ago.

Oranges

Sharply Lower Remaining Supplies

Because of a smaller crop and a higher harvest rate, the available supply of oranges as of June 1 was sharply lower than last year. The June 1 forecast for the 1980/81 orange crop was 239 million boxes (9.29 million

Table 9—Citrus crop: Harvest and utilization to June 1

Crop	Utilization			Remaining for harvest
	Fresh	Processed	Total	
	Thousand boxes			
	1979/80			
Oranges	39,590	190,649	230,239	43,591
Grapefruit	26,349	42,398	68,747	4,453
Lemons	8,450	8,548	16,998	3,752
	1980/81			
Oranges	37,606	168,349	205,955	32,745
Grapefruit	24,681	37,727	62,408	4,992
Lemons	8,987	17,912	26,899	4,601

Source: Crop Production, ESS, SRS.

metric tons), 13 percent less than was harvested in 1979/80. Reduced production in Florida and Arizona more than offset larger output from California and Texas. The Florida crop was estimated at 169 million boxes, down 18 percent from last season. On June 1 there were only 7.5 million boxes of Florida oranges remaining for harvest, compared with 20.8 million a year ago. Harvest will soon be complete, with a larger portion of the remaining fruit used for processing.

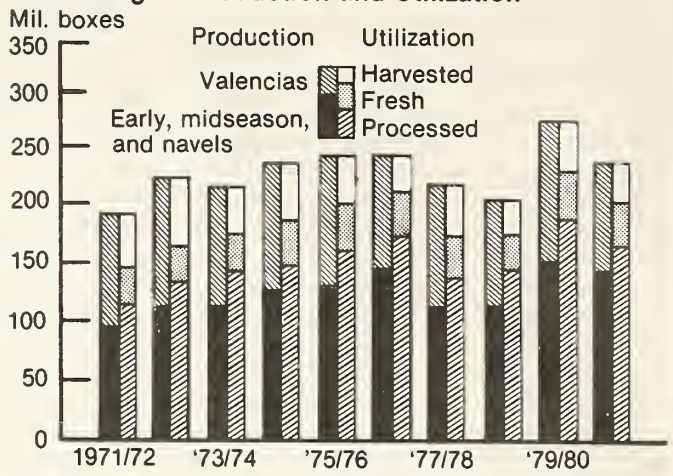
The California orange crop was forecast at 63 million boxes, 6 percent larger than last season, while Arizona's production 2.7 million boxes, was 23 percent smaller. In California, the navel harvest was 94 percent complete, and 15 percent of the Valencia crop was picked by June 1. The Arizona Valencia crop was 94 percent harvested by June 1, while the Texas harvest was complete. Overall, 86 percent of the crop had been harvested by June 1 compared with 84 percent a year ago. So, the unharvested portion as of June 1 was 32.7 million boxes, down 25 percent from last season.

Use Down for Both Fresh and Processing

Even with the substantially reduced crop, U.S. oranges used fresh have been running only moderately behind last year. Up to June 1, 37.6 million boxes had been used fresh, compared with 39.6 million a year ago. However, oranges used fresh increased in relative terms to 18.3 percent of all oranges used in 1980/81, up from the previous year's 17.2 percent. This mainly reflects the larger quantity of California-Arizona navels and Texas oranges that were used fresh.

Florida oranges that were used fresh declined sharply from 10.2 million boxes in 1979/80 to 7.9 million this season. The poor quality of oranges for the fresh market—a result of the January freeze—caused the drop. In contrast, the volume of California-Arizona navel oranges moving to both fresh markets and processors was substantially above a year earlier, reflecting a larger crop and good demand. But, the movement of California-Arizona Valencias so far has lagged well behind last year for both fresh and processing use. In Texas, the movement of oranges to the fresh market was sharply above a year ago.

U.S. Oranges: Production and Utilization*



*As of June 1. 1980/81 preliminary.

USDA

Neg. ESS 8812-81(6)

Grower Prices Strengthened

U.S. on-tree returns to growers for all oranges (fresh and processing) had been below a year earlier until March, primarily reflecting lower prices for processing oranges. After the Florida freeze, a heavy supply of freeze-damaged oranges shipped to processing outlets caused U.S. on-tree returns for processing use to fall sharply in February. However, they have been above year-earlier levels since May, and, the June price at $5.04 a box for processing use was 38 percent highers. Consequently, on-tree returns to growers for all oranges averaged $4.93 a box, up 39 percent for a year ago. Higher Florida average prices resulting from reduced supplies combined with a very large proportion of small-sized California navel oranges have also brought about higher prices of U.S. oranges for the fresh market. In June, U.S. on-tree returns for fresh use averaged $4.60 a box, compared with $3.08 a year earlier.

Because of the freeze, on-tree returns for Florida oranges have been substantially to sharply above a year earlier, particularly for fresh use. Following the freeze, on-tree returns for Florida oranges for fresh use shot up to $7.55 a box in February, compared with $3.55 a year ago. On-tree returns have remained higher and reached a peak of $7.85 a box in June. On-tree returns for processing use also advanced sharply from $5.90 a box in May to $7.10 in June—the highest for that month in last several years—reflecting the seasonally reduced supply of oranges available for processing. This compares with $4.15 a year ago. Consequently, the 1980/81 average grower price for all Florida oranges is expected to be considerably higher than the preceding season.

Because of the Florida freeze, on-tree grower returns for California fresh oranges have been generally above a year ago. In June, on-tree returns for fresh oranges averaged $4.33, compared $2.93 a year ago. With the larger remaining supplies of California-Arizona Valencias and adequate supplies of fresh noncitrus fruits, orange prices may not advance appreciably.

The BLS average retail price of fresh navel oranges in selected cities has been well above a year ago, partly reflecting reduced supplies. However, May retail price declined to 37 cents a pound, from 40 cents in April and is now only slightly above a year ago. Prices should remain higher until the new citrus season gets underway this fall.

Sharply Smaller Pack of Frozen Concentrated Orange Juice

The reduced Florida orange crop and lower juice yield contributed to a sharply smaller pack of FCOJ. Through June 13, the Florida packers had processed 168.7 million gallons of FCOJ (43.4° Brix), down 23 percent from a year earlier. So, with fewer oranges remaining for harvest, the total pack of FCOJ could approach more than 170 million gallons, compared with 231 million gallons during 1979/80.

Even with the dramatically smaller pack, total supplies available for marketing will be only moderately less than last season. The larger supply was attributed to sharply larger carryin stocks and expanded imports. Mostly from Brazil, total imports through June 20 amounted to 37.4 million gallons, more than three times as large as last season's purchases. Despite higher prices, movement is running moderately above last season. If the rate of movement remains at this level for the balance of the season, carryout at the end of 1980/81 is expected to be moderately less than last season.

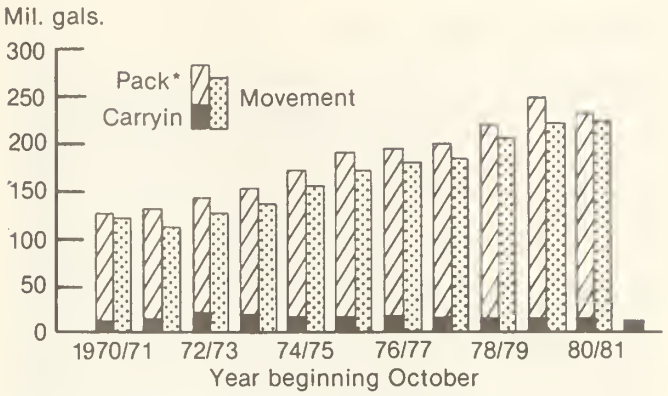
Immediately after the freeze, Florida packers raised f.o.b. prices of FCOJ several times to as high as $4.45 a dozen 6-ounce cans (unadvertised brand). However, because of the increase in supplies from larger imports and slackening movement, f.o.b. prices fell to the current 34.25. This compares with $3.25 to $3.30 a year ago and $3.00 before the freeze. Following higher f.o.b. prices, retail prices of FCOJ have also risen sharply. In May, the BLS reported that retail prices of FC0J averaged $1.43 a 16-ounce container, compared with $1.16 a year earlier. Even with higher prices, movement has not shown any sign of substantial slowing down. So, retail prices will likely to remain above a year ago for the rest of the season.

Chilled Orange Juice Pack Down Moderately

The 1980/81 Florida pack of chilled orange juice through mid-June totaled 168 million gallons (excluding single-strength reprocessed), down 6 percent from a year ago. This reflects the sharply reduced pack from fresh fruit. 0f this total, 93 million gallons had been processed from fresh oranges, down 24 percent from a year earlier. However, the remaining quantity, 75 million gallons, came from frozen concentrate and was up 34 percent from last season.

Even with higher prices, consumer demand for chilled orange juice has remained relatively good. Through mid-June, domestic movement totaled 151 million gallons, down only slightly from a year earlier. However, shipments abroad—even though they were a small quantity—fell sharply during the same period. In view of smaller stocks on-hand, prices are expected to remain firm throughout the season.

Florida Supply and Movement of Chilled Orange Juice



*Excluded single-strength reprocessed. 1980/81 estimated pack and movement. 1981/82 estimated carryin.
Florida Citrus Processors Association.

USDA Neg. ESS 2456-81(6)

Canned Orange Juice Supply Down

Florida packers have processed less canned orange juice this season than last. By mid-June, packers produced 11.7 million cases (24-2's) of canned orange juice, down moderately from a year ago. Because of sharply higher prices, movement so far this season is moderately behind last season. Immediately after the freeze, Florida packers hiked f.o.b. prices of canned orange juice three times to the current $9.75 a dozen 46-ounce cans (single-strength, unsweetened). This compares with $8.00 a year ago and $7.25 to $7.35 before the freeze. Because of moderately smaller stocks on-hand, prices are expected to stay firm during the remainder of the season.

Exports Up; Imports Down

Total exports of U.S. fresh oranges including Temples so far this season decreased slightly from 1979/80. During the first 7 months of 1980/81, exports of fresh oranges totaled 257,764 metric tons, 2 percent below a year earlier. Canada, the largest customer for U.S. oranges, bought 3 percent less. Exports to Europe, although relatively small, were down 49 percent, reflecting a sharp drop in purchases from the Netherlands, France, and the United Kingdom. However, shipments to Hong Kong, our second largest customer, rose 10 percent more than last year. The liberalization of the import quota has also led to larger orange exports to Japan—up 4 percent from a year ago.

With ample supplies in California, imports of fresh oranges during the first 4 months of 1981 totaled 6,234 metric tons, down 30 percent from a year ago. A sharp decrease in imports from Mexico is chiefly responsible. However, the small quantity of fresh oranges imported from Israel was up 152 percent from a year earlier.

Grapefruit

Remaining Supplies Light

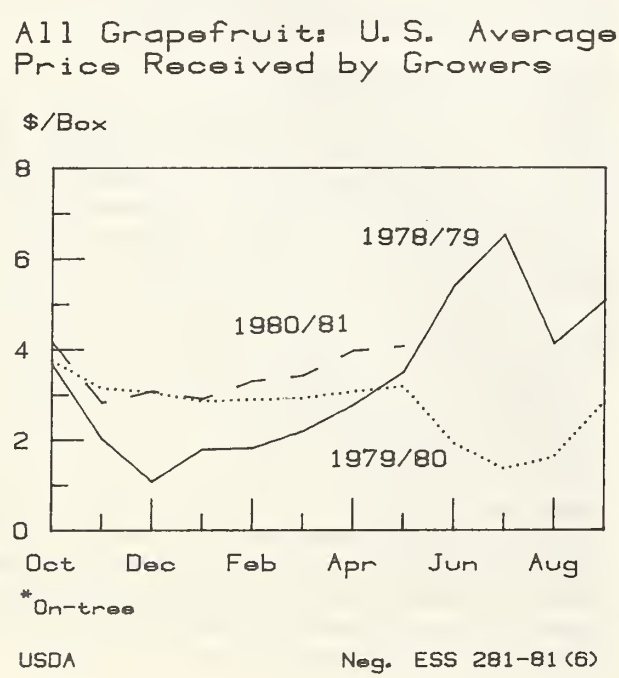
This year's U.S. grapefruit production is placed at 67.4 million boxes (2.49 million metric tons), down 8 percent from last season. Smaller crops were estimated for all producing States. The Florida crop, 50.5 million boxes, accounting for 75 percent of the total, is 8 percent below last season.

The harvest was 93 percent complete by June 1, compared with 94 percent last year. It was virtualy complete in Florida and Texas. The Arizona harvest was 89 percent complete, and 44 percent of the California crop was picked. As of June 1, approximately 5 million boxes of U.S. grapefruit remained for harvest, compared with 4.5 million boxes a year earlier.

Fresh use of grapefruit was down moderately from last season, but its share accounts for 37 percent of the total, compared with 36 percent a year earlier. The portion of Florida crop that is used fresh has been down more in relative terms, while that for processing use was up slightly. However, because of smaller available supplies of Florida grapefruit for the fresh market, Texas grapefruit sales for fresh use were up considerably, even with a smaller crop. Consequently, the amount of Texas grapefruit shipped to processors was sharply below last year. As usual, a sizable amount of grapefruit from California and Arizona is expected to be marketed for fresh use.

Higher On-Tree Returns

Smaller supplies and good demand have pushed grapefruit prices for fresh use sharply higher than a year ago. Since the Florida freeze in January, U.S. on-tree returns for all grapefruit (fresh and processed) have advanced significantly higher than a year earlier.



Because of the reduced supplies from Florida, grower prices for Texas grapefruit have also risen considerably. F.o.b. prices of Texas grapefruit for the fresh market averaged $4.88 a 7/10 bushel carton, up from $4.36 a year ago. The delivered-in price for processing use averaged $78.53 a ton, compared with $68.94 last season. With the remaining supplies from California and Arizona smaller than a year earlier, grapefruit prices will remain substantially higher until October, when the harvest of Florida grapefruit gets underway.

Exports Up Substantially

Because of considerable increases in exports to Japan and Europe, total fresh grapefruit exports through May totaled 254,744 metric tons, a 10-percent rise from a year earlier. Japan, our principal market, purchased almost a fifth more this season than last and accounted for almost 50 percent of total exports. Shipments to Europe, which accounted for approximately 32 percent of total exports, were up 4 percent because European consumers have developed a preference for American pink grapefruit. Considerably expanded shipments to France and the Netherlands were chiefly responsible for the increase. However, Canada has fallen behind Japan and the EC, that country had a moderately decreased purchase of U.S. grapefruit so far this season.

Grapefruit Juice Pack Mixed

With the continued good demand, the total Florida pack of frozen concentrated grapefruit juice (FCGJ) has trended upward, amounting to 20.7 million gallons through June 13 (excluding reprocessed), up 7 percent more last year. Despite higher prices, movement rose moderately. Immediately after the January freeze, Florida packers hiked the selling price from $3.33 to $3.78 a dozen 6-ounce cans. Prices have been steady since then. This compares with $3.35 a year ago. However, the larger pack and carryin more than offset increased movement, pushing the grapefruit concentrate inventory sharply above a year earlier. Consequently, prices are expected to stabilize at current levels.

In contrast, Florida packers processed less canned and chilled grapefruit juice through June 13 than a year earlier. A total of 13.4 million cases (24-2's) of canned single-strength grapefruit juice has been processed, down 17 percent from a year earlier. Movement also lagged significantly behind last season, probably because of higher prices. Immediately after the freeze, packers raised the selling price to $8.50 a dozen (46-ounce cans, unsweetened) from $7.50 to $7.75. This compares with $8.00 a year earlier. Because of the smaller pack and slow movement, stocks of canned single-strength grapefruit juice that were on-hand as of June 13 were moderately below a year earlier. Through June 13, a total of 18.9 million gallons of Florida chilled grapefruit juice (excluding single-strength reprocessed) has been processed, down sharply from last season's high volume. Florida packers moved 18 million gallons, near last season's level. Even through the carryin doubled from last season, the stocks on-hand as of June 13 were significantly lower than a year earlier.

Lemons

More Lemons Remained For Harvest

With a record crop likely, a substantially larger quantity of lemons remained for harvest as of June 1. The remaining crop is entirely from California, because the harvest of Arizona lemons was completed in April. June 1 lemon prospects for California and Arizona indicated a record crop of 31.5 million boxes, up 52 percent from 1979/80. The production forecast for California was 24.5 million boxes, 38 percent above last season. Meanwhile, the Arizona crop forecast continued at 7 million boxes, 130 percent more than the small crop of 3.05 million boxes last season.

Normally, more lemons go for fresh use than processing, but through June 1 lemons for this use have taken a smaller share of the total crop, but larger in absolute term. Lemons for fresh use have increased only 6 percent from last season, while processing use more than doubled from 1979/80, accounting for 67 percent of total utilization.

Sharply Lower Prices

In response to the record crop, on-tree returns for lemons on all sales averaged sharply below a year earlier for each month of 1979/80. However, f.o.b. prices for fresh lemons have strengthened. In mid-June, f.o.b. prices were quoted at $7.66 a carton, compared with $8.62 a year ago, but so far this season they still averaged sharply lower. Fresh lemons prices should continue to advance seasonally, even with substantially more lemons remaining for harvest.

Total shipments through mid-June were dramatically ahead of last season, primarily reflecting significant processing use. Although exports registered a moderate increase, its share of the market shows a decrease. However, Japan, our major market, has purchased a considerably larger quantity of lemons so far this season. Shipments to Europe have also shown a moderate rise.

TREE NUTS

Record Almond Crop

The 1981 almond crop in California is expected to total a record 400 million pounds (181,000 metric tons, shelled basis), 24 percent above last year and 6 percent above the previous record set in 1979. Weather conditions were generally favorable during bloom, except for a period of rain occurring at the end of the Nonpareil (a type of almond) bloom. In addition, the current production also reflects a steady long term upward trend in bearing acreage. The latest forecast for California almond acreage in 1981 was 330,000 acres, compared with 324,878 in 1980.

Exports of almonds have been down this season, reflecting smaller 1980 crop. In contrast, domestic demand for almonds continues to be good. A total of 87.5 million pounds has been shipped, up 6 percent from a year earlier. According to the Almond Board of California, total exports of shelled almonds through May totaled 275.4 million pounds, down 8 percent from a year earlier. West Germany, our largest customer, bought about 20 percent less than last year. Shipments to most other Western European countries have been also down from last season. Japan, our second largest market, has also bought a substantially smaller quantity of almonds than a year ago. Overall, exports account for 67 percent of the total almond shipments this season, down from 71 percent a year earlier.

Although movement slackened this season, the carryover into 1981/82 is not likely to be burdensome. With the record crop, 1981 prices are expected to decline from the high levels in 1980.

Table 10—Almond shipments: Domestic and exports, 1974/75 to date

Crop year[1]	Domestic	Exports	Total
		1,000 lbs.	
1974/75	56,229	103,944	160,173
1975/76	75,014	123,448	198,462
1976/77	93,463	150,588	244,051
1977/78	98,760	165,904	264,664
1978/79	88,345	131,107	219,452
1979/80	87,768	224,219	311,987
1980/81[2]	87,478	175,400	262,878

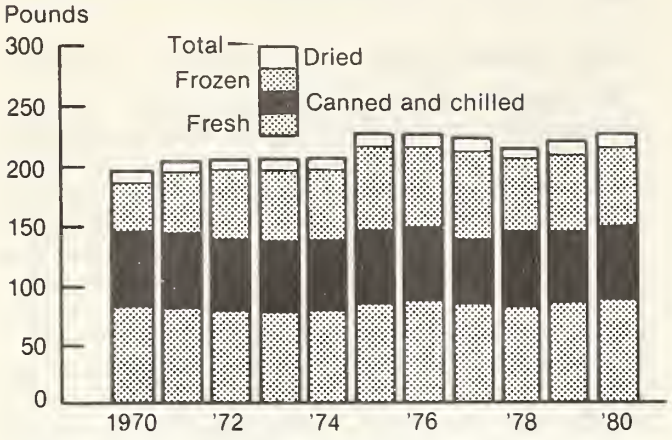
[1]Beginning July 1. [2]Includes 11 months.
Source: Almond Board of California.

PER CAPITA FRUIT CONSUMPTION

Total per capita fruit consumption in 1980 is currently estimated at 227.8 pounds (fresh weight equivalent). This was 6.3 pounds or nearly 3 percent above 1979. The increase is shared by both citrus and noncitrus fruits.

Per capita consumption of all fresh fruit rose from 83.3 to 87.3 pounds between 1979 and 1980, entirely because of larger citrus consumption. Per capita fresh citrus consumption showed a gain of 17 percent because consumption rose for all fresh citrus except lemons, which remained unchanged. Lower prices contributed to the sharp increase in orange consumption—from 12.4 pounds in 1979 to 15.7 pounds in 1980. Oranges accounted for 55 percent of total fresh citrus consumption.

Per Capita Fruit Consumption

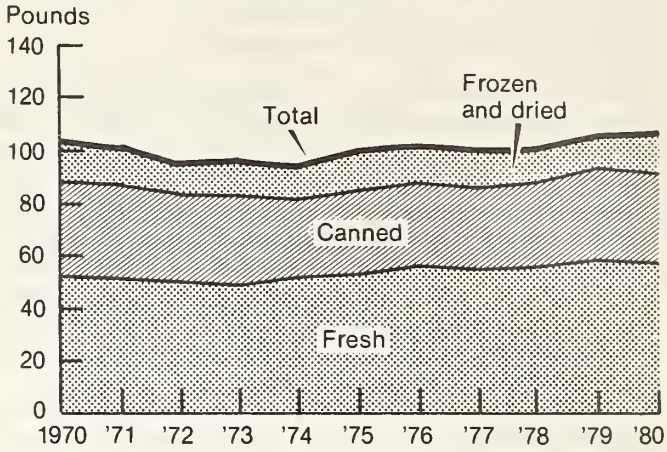


Fresh-equivanent basis. Canned and chilled includes fruit and juice.
1980 preliminary.

USDA

Neg. ESS 885-81(6)

Noncitrus Fruit Consumption Per Person

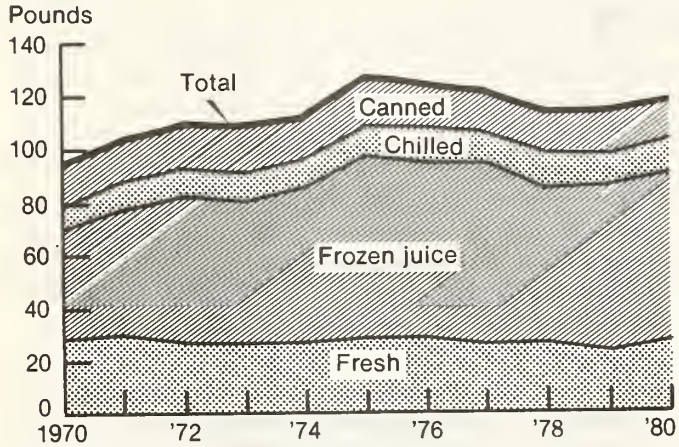


Fresh-equivalent basis. Canned includes fruit and juice.
1980 preliminary.

USDA

Neg. ESS 2624-81(6)

Citrus Fruit Consumption Per Person



Fresh-equivalent basis. Canned and chilled includes fruit and juice.
1980 preliminary.

Neg. ESS 2625-81(6)

Per capita consumption of fresh noncitrus fruit, estimated at 58.6 pounds, was down slightly from 1979, because consumers ate less apples and bananas. Consumption of bananas, the leading fresh fruit, fell from 21.4 pounds in 1979 to 20.8 pounds in 1980. Apple consumption declined from 17 to 16.7 pounds per person during the same period. However, per capita consumption of fresh grapes and nectarines continued to gain in importance, with 4 pounds and 1.6 pounds, respectively. Expanded advertising and promotion may have influenced consumers to eat more grapes and nectarines.

Per capita consumption of proccessed fruit (fresh weight equivalent) showed a slight gain from 138.2 pounds in 1979 to 140.5 pounds in 1980, with increases recorded for both citrus and noncitrus. Citrus consumption rose from 89.4 pounds per person in 1979 to 91.2 pounds in 1980, primarily reflecting larger canned and chilled juices. Consumption of FCOJ was near last year's level, while the amount of canned citrus fruit declined 14 percent.

Reflecting good gains in dried fruit, particularly raisins, per capita consumption of processed noncitrus fruit rose to 49.3 pounds in 1980 from 48.8 pounds a year earlier. Consumption of frozen fruit was also up considerably, while both canned fruit and juice—mainly apple juice—fell.

Detailed data on per capita consumption of individual fresh and processed fruit during 1960-80 are in tables 26 to 32.

Table 11—Wine entering distribution channels in the U.S. by origin and type of wine[1]

Origin and type of wine	January-February			Calendar year		
	1981[2]	1980	1979	1980[2]	1979	1978
	1,000 gallons					
U.S. produced:[3]						
Table	43,879	42,760	37,087	269,889	245,813	222,450
Dessert	6,261	7,597	6,594	41,387	44,074	50,333
Other	7,634	9,165	8,669	64,193	62,314	64,213
Total	57,774	59,522	52,350	375,469	352,206	336,996
Imported:[4]						
Table	15,080	12,036	10,406	88,582	78,781	78,714
Dessert	468	320	379	2,758	2,813	3,331
Other	2,087	1,483	1,356	11,167	10,575	12,031
Total	17,635	13,839	12,141	102,507	92,169	94,076
All wine:						
Table	58,958	54,797	47,493	358,471	324,599	301,164
Dessert	6,729	7,917	6,973	44,146	46,887	53,665
Other	9,722	10,647	10,025	75,359	72,889	76,244
Total	75,409	73,361	64,491	477,976	444,375	431,073

[1]Due to rounding, totals may not equal sum of components. [2]Preliminary. [3]Includes taxable withdrawals only. [4]Imports for consumption.
Source: Prepared by Wine Institute from reports of the Bureau of Alcohol, Tobacco and Firearms.

Table 12—Canned noncitrus fruit: Canners' stocks, packs, supplies and shipments, current seasons, with comparisons[1]

Item season[2]	Carryin	Pack	Total supply[3]	Season shipments	June 1 stocks
	1,000 equivalent cases 24 No. 2-1/2's				
Total-7 items:					
1978/79	11,084	40,201	51,285	44,377	6,909
1979/80	6,909	48,744	55,653	44,951	10,704
1980/81	10,703	51,159	61,862	45,044	16,819
Apricots:					
1978/79	452	2,127	2,579	2,312	267
1979/80	267	2,887	3,154	2,438	716
1980/81	716	2,994	3,710	2,641	1,069
Fruit cocktail:					
1978/79	2,600	11,704	14,304	12,616	1,688
1979/80	1,688	13,815	15,503	12,808	2,696
1980/81	2,696	14,826	17,522	12,475	5,047
Fruits for salad & mixed:					
1978/79	384	2,153	2,537	2,145	392
1979/80	392	3,145	3,537	2,432	1,105
1980/81	1,104	3,215	4,319	2,669	1,650
Peaches, clingstone:					
1978/79	6,146	19,874	26,020	22,691	3,330
1979/80	3,330	24,053	27,383	22,918	4,465
1980/81	4,465	24,990	29,455	22,817	6,639
Peaches U.S. freestone:					
1978/79	606	1,222	1,828	1,604	224
1979/80	224	1,493	1,716	1,319	398
1980/81	398	1,495	1,893	1,199	694
Pears:					
1978/79	896	3,121	4,017	3,009	1,008
1979/80	1,008	3,351	4,360	3,036	1,324
1980/81	1,324	3,639	4,963	3,243	1,720

[1]California only. [2]Season begins June 1. [3]Some totals do not add due to rounding. [4]Fruits for salad and mixed have been combined and reported in a single category to avoid possible disclosure of confidential information.
Source: California League of Food Processors.

Table13—Canned cherries and purple plums: Canners' stocks, packs, supplies, and shipments, current season, with comparisons

Item season[1]	Carryin	Pack	Total supply	Shipments to April 1	Stocks from April 1	Shipments from April 1	Total season shipments
				1,000 equivalent cases 24 No. 2-1/2's			
Total-3 items:							
1976/77	1,063	1,944	3,007	1,986	1,021	292	2,277
1977/78	731	1,922	2,653	1,893	760	208	2,103
1978/79	551	1,990	2,541	1,942	598	193	2,135
1979/80	405	1,888	2,293	1,556	738	268	1,825
1980/81	471	2,039	2,510	1,489	1,023		
Cherries, RSP:							
1976/77	48	438	486	446	41	32	478
1977/78	9	605	614	588	26	17	606
1978/79	9	582	591	544	46	31	575
1979/80	15	526	541	345	197	113	458
1980/81	84	545	629	507	123		
Cherries, sweet:							
1976/77	215	464	679	462	216	89	551
1977/78	128	500	628	431	198	66	497
1978/79	131	485	616	446	170	58	504
1979/80	112	651	763	471	292	57	528
1980/81	236	428	664	379	285		
Purple plums, U.S.:							
1976/77	800	1,042	1,842	1,078	764	171	1,248
1977/78	594	817	1,411	874	536	125	1,000
1978/79	411	923	1,334	952	382	104	1,056
1979/80	278	711	989	740	249	98	839
1980/81	151	1,066	1,217	603	615		

[1]Season beginning July 1 for RSP cherries and June 1 for all other items.
Source: National Food Processors Association.

Table 14--Canned apples and pineapple fruit and juices: Canners' carryin, pack, supplies, shipments, and stocks, current season with comparisons

Item and season 1/	Carryin	Pack		Supply		Shipments		April 1 stocks
		To April 1	Total season	To April 1	Total season	To April 1	Total season	
	1,000 equivalent cases, 24 No. 2-1/2's							
Canned fruit:								
Apples:								
1976/77	681	1,797	1,852	2,478	2,553	1,559	1,971	919
1977/78	562	1,962	2,008	2,524	2,570	1,410	1,983	1,114
1978/79	588	2,047	2,089	2,635	2,677	1,647	2,060	987
1979/80	617	2,330	2,413	2,947	3,030	1,515	2,032	1,432
1980/81	998	1,603		2,601		1,301		1,300
Applesauce:								
1976/77	3,487	8,586	8,911	12,073	12,398	6,989	9,879	5,085
1977/78	2,520	10,270	10,671	12,790	13,191	7,488	10,744	5,302
1978/79	2,447	11,230	11,562	13,677	14,009	8,702	11,894	4,974
1979/80	2,114	12,185	12,742	14,299	14,856	8,307	11,645	5,992
1980/81	3,211	9,922		13,133		7,873		5,261
Pineaple: 2/								
1979	12,553	NA	26,877	NA	39,430	NA	26,469	NA
1980	11,885	8,053	24,754	19,938	36,639	6,829	25,511	13,109
1981	11,128	7,494		18,622		7,307		11,450
	1,000 equivalent cases, 24 No. 2's							
Canned juice:								
Apple juice:								
1976/77	3,506	12,418	15,412	15,924	18,918	10,889	16,231	5,035
1977/78	2,686	15,345	18,218	18,031	20,904	11,927	18,272	6,104
1978/79	2,632	20,218	24,146	22,850	26,778	14,925	21,517	7,926
1979/80	5,261	20,836	25,751	26,097	31,012	15,661	24,276	10,437
1980/81	6,736	20,440		27,176		17,489		9,686
Single strength pineapple juice:								
1979	4,280	NA	12,186	NA	16,466	NA	12,087	NA
1980	4,218	3,605	13,618	7,823	17,836	3,720	12,405	4,103
1981	5,431	3,744		9,175		3,591		5,130
	1,000 equivalent cases, 6 No. 10's							
Concentrated pineapple juice								
1979	500	NA	1,543	NA	2,043	NA	1,414	NA
1980	438	541	1,273	979	1,711	269	1,155	710
1981	556	334		890		276		614

1/ Season beginning September 1 for canned apple items and calendar year for pineapple items. 2/ Beginning 1979 can size change from 2-1/2's to No. 2's size can. Note: Beginning 1979 pineapple data was change to a calendar year basis beginning five month ending May 1979. N.A.=Not Available.

Source: National Food Processors Association and Pineapple Growers Association of Hawaii.

Table 15--Canned fruit: Commercial pack of principal items by size of container, United States, 1976-81
(Basis equivalent cases of 24 No. 2-1/2 cans)

Item and season 1/	Retail size 2/		Institutional size No. 10		Total pack
	Quantity	Percent of pack	Quantity	Percent of pack	
	1,000 cases	Percent	1,000 cases	Percent	1,000 cases
Apples:					
1976/77	682	36.8	1,170	63.2	1,852
1977/78	769	38.3	1,239	61.7	2,008
1978/79	876	41.9	1,213	58.1	2,089
1979/80	790	32.7	1,623	67.3	2,413
1980/81 3/	366	22.8	1,237	77.2	1,603
Applesauce:					
1976/77	6,750	75.7	2,161	24.3	8,911
1977/78	7,758	72.7	2,913	27.3	10,671
1978/79	7,920	68.5	3,642	31.5	11,562
1979/80	9,140	71.7	3,602	28.3	12,742
1980/81 3/	7,170	72.3	2,752	27.7	9,922
Apricots: 6/					
1976/77	1,404	58.8	983	41.2	2,387
1977/78	1,417	62.5	852	37.5	2,269
1978/79	1,202	56.5	925	43.5	2,127
1979/80	1,721	59.6	1,166	40.4	2,887
1980/81	1,668	55.7	1,326	44.3	2,994
Cherries, R.S.P.:					
1976/77	110	25.1	328	74.9	438
1977/78	277	45.8	328	54.2	605
1978/79	177	30.4	405	69.6	582
1979/80	219	41.6	307	58.4	526
1980/81	171	31.4	374	68.6	545
Cherries, sweet					
1976/77	306	65.9	158	34.1	464
1977/78	343	68.5	158	31.5	501
1978/79	322	66.4	163	33.6	485
1979/80	402	61.8	249	38.2	651
1980/81	239	55.8	189	44.2	428
Cranberry sauce:					
1976/77	2,909	83.9	560	16.1	3,469
1977/78	2,812	82.8	585	17.2	3,397
1978/79	3,295	89.8	376	10.2	3,671
1979/80	3,182	87.9	436	12.1	3,618
1980/81	3,179	87.5	454	12.5	3,633
Pineapple: 4/ 5/					
1979	22,118	82.3	4,759	17.7	26,877
1980	20,437	82.6	4,317	17.4	24,754
1981 3/	6,229	83.1	1,265	16.9	7,494
Fruit cocktail: 6/					
1976/77	10,376	76.3	3,229	23.7	13,605
1977/78	10,553	81.3	2,426	18.7	12,979
1978/79	9,074	77.5	2,630	32.5	11,704
1979/80	10,482	75.9	3,333	24.1	13,815
1980/81	10,845	73.1	3,981	26.9	14,826
Fruit for salad and mixed: 6/					
1976/77	665	53.2	584	46.8	1,249
1977/78	905	41.9	1,254	58.1	2,159
1978/79	1,421	66.0	732	34.0	2,153
1979/80	2,169	69.0	976	31.0	3,145
1980/81	1,785	55.5	1,430	44.5	3,215
Peaches, clingstone: 6/					
1976/77	17,423	76.5	5,359	23.5	22,782
1977/78	20,574	74.6	6,994	25.4	27,568
1978/79	14,521	73.1	5,353	26.9	19,874
1979/80	16,918	70.3	7,135	29.7	24,053
1980/81	16,851	67.4	8,139	32.6	24,990
Peaches, U.S. freestone:					
1976/77	1,832	90.3	196	9.7	2,028
1977/78	1,644	99.7	5	0.3	1,649
1978/79	1,346	87.5	193	12.5	1,539
1979/80	1,609	90.0	178	10.0	1,787
1980/81	1,515	85.4	259	14.6	1,774
Pears:					
1976/77	7,413	64.4	4,105	35.6	11,518
1977/78	6,583	68.5	3,031	31.5	9,614
1978/79	6,055	67.1	2,971	32.9	9,026
1979/80	6,427	60.8	4,141	39.2	10,568
1980/81	5,802	54.5	4,849	45.5	10,651
Purple plums, U.S.:					
1976/77	440	42.2	602	57.8	1,042
1977/78	570	69.8	247	30.2	817
1978/79	491	53.2	432	46.8	923
1979/80	400	56.3	311	43.7	711
1980/81	596	55.9	470	44.1	1,066

1/ Season beginning for apples and applesauce August 1; September 1 for cranberry sauce; July 1 for RSP cherries; and June 1 for all other items. 2/ May include some institutional sizes reported as miscellaneous. 3/ 1980/81 for apples and applesauce pack to April 1; Pineapple 1981 pack to April 1.
4/ Beginning 1979 change can size from 24/2-1/2's to 24/2's. 5/ Change to calendar year beginning 1979.

Source: National Food Processors Association, California League of Food Processors and Pineapple Growers Association of Hawaii.

Table 16--Frozen fruit: Packers' carryin, pack, imports, supplies, apparent disappearance, and stocks of selected items, United States, 1976/77-1980-81

Item and season 1/	Carryin	Pack	Imports	Total supply	Disappearance to April 30	Stocks April 30	Total season disappearance
				Million pounds			
Total--9 items:							
1976/77	165.7	587.3	85.1	838.1	566.7	271.4	617.6
1977/78	220.5	637.2	110.7	968.4	650.4	318.0	723.7
1978/79	244.7	497.1	118.6	860.4	586.5	273.9	650.7
1979/80	209.7	532.9	95.7	838.3	559.0	279.3	616.1
1980/81	222.2	612.1	70.9	905.2	605.2	300.0	
Apples:							
1976/77	41.4	118.8	--	160.2	68.2	92.0	99.2
1977/78	61.0	97.2	--	158.2	66.9	91.3	111.0
1978/79	47.2	68.3	--	115.5	34.8	80.7	77.9
1979/80	37.6	60.8	--	98.4	29.5	68.9	62.4
1980/81	36.0	69.1	--	105.1	35.1	70.0	
Apricots:							
1976/77	6.0	15.0	--	21.0	12.6	8.4	13.8
1977/78	7.2	15.7	--	22.9	13.7	9.2	14.3
1978/79	8.6	11.8	--	20.4	14.1	6.3	15.2
1979/80	5.2	16.9	--	22.1	16.1	6.0	16.7
1980/81	5.4	10.4	--	15.8	12.4	3.4	
Cherries:							
1976/77	27.6	96.5	--	124.1	104.7	19.4	107.6
1977/78	16.5	167.6	--	184.1	151.6	32.5	164.5
1978/79	19.6	144.7	--	164.3	129.3	35.0	138.7
1979/80	25.6	129.6	--	155.2	117.9	37.3	127.0
1980/81	28.2	139.8	--	168.0	116.4	51.6	
Peaches:							
1976/77	16.4	65.1	--	81.5	45.2	36.3	55.2
1977/78	26.3	69.3	--	95.6	44.6	51.0	57.2
1978/79	38.4	40.8	--	79.2	52.4	26.8	59.6
1979/80	19.6	62.5	--	82.1	53.5	28.6	61.8
1980/81	20.3	56.3	--	76.6	47.6	29.0	
Strawberries:							
1976/77	51.3	216.2	80.4	347.9	257.5	90.4	257.5
1977/78	90.4	220.4	98.3	409.1	297.4	111.7	297.4
1978/79	111.7	159.8	110.3	381.8	291.0	90.8	291.0
1979/80	90.8	190.6	89.8	371.2	267.9	103.3	267.9
1980/81	103.3	253.1	62.8	419.2	315.7	103.5	
Blackberries:							
1976/77	5.3	22.8	--	28.1	22.2	5.9	22.7
1977/78	5.4	23.4	--	28.8	24.2	4.6	24.8
1978/79	4.0	19.6	--	23.6	19.1	4.5	18.6
1979/80	5.0	14.8	--	19.8	14.9	4.9	13.7
1980/81	6.1	20.9	--	27.0	9.2	17.8	
Blueberries:							
1976/77	6.5	26.3	4.7	37.5	25.9	11.6	28.9
1977/78	8.6	14.8	12.4	35.8	24.6	11.2	27.5
1978/79	8.3	28.0	8.3	44.6	23.0	21.6	27.5
1979/80	17.1	31.5	5.9	54.5	32.9	21.6	38.5
1980/81	16.0	36.4	2/ 8.1	60.5	46.6	13.9	
Boysenberries:							
1976/77	2.4	4.1	--	6.5	5.6	.9	5.7
1977/78	.8	3.8	--	4.6	3.4	1.2	3.5
1978/79	1.1	3.0	--	4.1	2.9	1.2	3.0
1979/80	1.1	2.7	--	3.8	2.4	1.4	2.5
1980/81	1.3	4.7	--	6.0	2.5	3.5	
Raspberries:							
1976/77	8.8	22.5	--	31.3	24.8	6.5	27.0
1977/78	4.3	25.0	--	29.3	24.0	5.3	23.5
1978/79	5.8	21.1	--	26.9	19.9	7.0	19.2
1979/80	7.7	23.5	--	31.2	23.9	7.3	25.6
1980/81	5.6	21.4	--	27.0	19.7	7.3	

1/ Season beginning May 1 for strawberries, June 1 for apricots and boysenberries, October 1 for apples and July 1 for all other items. 2/ Estimated.

Pack data from American Frozen Food Institute; stocks, Statistical Reporting Service; Imports, Bureau of Census, U.S. Department of Commerce.

Table 17-U.S. wholesale prices of selected dried and frozen fruit items, by months 1976-81

Year	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	Dollars per cases											
DRIED FRUIT:												
Prunes (24-1 lb. pkg.):												
1976	8.526	8.423	8.526	8.918	8.918	9.065	9.065	9.424	9.424	9.914	9.914	9.914
1977	10.274	10.274	10.274	10.355	10.355	10.355	10.355	10.486	10.486	11.286	11.629	11.629
1978	11.793	11.858	11.858	11.858	11.923	11.923	11.989	11.989	12.609	13.132	15.321	15.321
1979	15.321	17.281	17.281	17.281	17.281	17.281	17.281	17.281	17.281	17.836	17.836	17.771
1980	17.305	17.232	17.232	17.068	17.068	17.068	17.068	17.068	17.591	18.016	18.016	18.016
1981	17.885	17.689	17.689	17.320	17.689							
Raisins (24-15 oz. pkg.):												
1976	11.748	11.748	11.870	11.870	11.870	11.993	11.993	11.993	11.993	15.741	20.580	20.825
1977	20.825	20.825	20.825	20.835	20.925	20.335	19.845	20.090	20.090	16.048	16.109	16.109
1978	15.925	15.680	15.680	15.864	16.109	16.268	16.268	17.640	17.824	28.690	35.525	35.525
1979	35.525	34.931	34.913	34.913	34.913	34.913	34.913	34.300	30.160	25.015	24.378	24.378
1980	24.378	24.378	24.378	24.378	34.378	24.378	24.500	24.500	24.500	24.745	24.990	25.235
1981	25.235	24.378	24.378	24.378	24.623							
FROZEN FRUIT:												
Strawberries (12-10 oz pkg.):												
1976	4.285	4.285	4.285	4.407	4.407	4.407	4.648	4.648	4.648	4.679	4.679	4.679
1977	4.679	4.730	4.730	4.730	4.730	4.730	4.813	4.936	4.936	4.936	4.936	4.963
1978	4.936	4.941	5.076	5.076	5.076	5.076	5.076	5.113	5.187	5.271	5.271	5.234
1979	5.234	5.267	5.267	5.271	5.271	5.271	5.698	5.808	6.016	6.016	6.036	6.046
1980	6.049	6.049	6.049	6.154	6.210	6.210	6.332	6.332	6.180	6.180	6.180	6.180
1981	6.180	6.180	6.326	6.503	6.503							
FROZEN JUICE:												
Orange, conc. (12-6 oz. cans):												
1976	2.383	2.352	2.352	2.383	2.383	2.393	2.187	2.187	2.187	2.187	2.187	2.089
1977	2.040	2.776	2.752	2.910	2.752	2.752	2.910	3.101	3.223	3.223	3.459	3.508
1978	3.508	3.508	3.514	3.514	3.514	3.514	3.514	3.514	3.514	3.514	3.649	3.787
1979	3.787	3.787	3.787	3.787	3.787	3.787	3.787	3.787	3.787	3.787	3.787	3.787
1980	3.737	3.737	3.737	3.700	3.700	3.626	3.626	3.626	3.626	3.626	3.442	3.442
1981	3.737	4.078	4.543	4.920	4.920							

Source: Bureau of Labor Statistics, U.S. Department of Labor.

Table 18-Fresh fruit: Retail price, marketing margin, and grower and packer return per pound, sold in New York City, indicated months, 1980 and 1981

Commodity and season	Retail 1/ price (cents)	Marketing margin		Grower and packer return 2/ (f.o.b. shipping point price) 3/	
		Cents	Percentage of retail price	Cents	Percentage of retail price
Apples, Eastern Delicious:					
March 1981	39.7	24.5	62	15.2	38
February 1981	39.7	24.5	62	15.2	38
March 1980	39.7	14.3	36	25.4	64
Apples, Eastern McIntosh:					
March 1981	41.3	22.5	54	18.8	46
February 1981	41.3	25.8	62	15.5	38
March 1980	38.0	19.0	50	19.0	50
Grapefruit:					
March 1981	44.2	33.3	75	10.9	25
February 1981	38.1	26.9	71	11.2	29
March 1980	44.7	36.4	81	8.3	19
Grapes, Emperor:					
February 1981	119.0	85.6	72	33.4	28
January 1981	94.0	60.6	64	33.4	36
February 1980	109.0	67.2	62	41.8	38
Lemons, Western:					
March 1981	78.2	62.6	80	15.6	20
February 1981	78.2	61.4	79	16.8	21
March 1980	76.2	58.0	76	18.2	24
Oranges, California Navel:					
March 1981	52.7	37.8	72	14.9	28
February 1981	46.9	32.4	69	14.5	31
March 1980	48.0	34.8	72	13.2	28
Oranges, Florida:					
March 1981	35.2	23.7	67	11.5	33
February 1981	35.2	21.8	62	13.4	38
March 1980	29.3	19.4	66	9.9	34

1/ Retail price New York State Dept. of Agriculture. 2/For quantity of product equivalent to retail unit sold to consumers: Because of waste and spoilage during marketing, equivalent quantity exceeds retail unit. 3/Production areas: Apples, Eastern Delicious-New York State; Apples, Eastern McIntosh-New York State; Grapefruit-Florida; Grapes-California and Lemons-California.

Table 19--Fresh fruit: Representative truck rates for selected fruits, January-June, 1980-81 1/

Commodity, area, and city	1980						1981					
	Jan.	Feb.	Mar.	Apr.	May	June	Jan.	Feb.	Mar.	Apr.	May	June
	Dollars per package											
Apples (Tray packed carton):												
Yakima, Washington area to:												
Atlanta	2.43	2.41	2.41	2.43	2.46	2.46	2.87	2.66	2.71	2.71	2.71	[illegible]
Chicago	2.03	2.03	1.98	1.98	1.93	1.98	2.08	2.08	2.03	2.03	2.03	[illegible]
Dallas	2.22	2.17	2.17	2.17	2.17	2.11	2.39	2.42	2.44	2.44	2.44	[illegible]
Los Angeles	1.28	1.39	1.39	1.39	1.39	1.39	1.50	1.50	1.50	1.50	1.50	[illegible]
New York City	3.04	3.04	3.04	3.04	3.04	3.04	3.25	3.25	3.25	3.25	3.25	[illegible]
Hudson Valley New York area to:												
Atlanta	.94	.94	.94	.94	.94	---	1.30	1.30	1.30	1.17	1.17	---
New York City	.42	.42	.42	.42	.42	---	.58	.58	.58	.58	.58	---
Martinsburg, West Virginia area to:												
Atlanta	.82	.82	.82	.82	.82	---	.82	.82	.88	.82	.90	---
New York City	.75	.75	.75	.82	.82	---	.70	.70	.75	.72	.75	---
Grapefruit (4/5 bu. ctn)												
Lakeland, Florida area to:												
Atlanta	.50	.50	.50	.50	.50	.51	.47	.51	.51	.51	.51	.51
Chicago	1.31	1.31	1.31	1.36	1.36	1.44	1.40	1.37	1.31	1.31	1.59	1.54
Los Angeles	2.09	2.09	2.19	2.29	2.45	---	2.49	2.43	2.43	2.43	---	---
New York City	1.31	1.31	1.31	1.36	1.36	1.44	1.40	1.37	1.31	1.31	1.59	1.54
Grapes (23 lb. lug)												
Fresno area to:												
Atlanta	1.43	1.43	1.43	1.43	---	---	1.43	1.35	1.39	1.70	---	---
Chicago	1.29	1.22	1.22	1.22	---	---	1.25	1.25	1.28	1.32	---	---
Dallas	1.08	1.01	1.01	1.01	---	---	1.01	.94	1.01	1.04	---	---
New York City	1.56	1.56	1.56	1.56	---	---	1.70	1.70	1.65	1.70	---	---
Lemons (7/10 bu. ctn.)												
Southern California area to:												
Atlanta	1.60	1.60	1.55	1.72	2.15	2.50	1.80	1.75	1.75	1.90	2.00	2.75
Chicago	1.90	1.65	1.75	1.75	2.10	2.55	1.80	1.65	1.65	1.85	1.85	2.75
New York City	2.45	2.35	2.30	2.45	2.93	3.30	2.40	2.30	2.40	2.65	2.55	4.00
Oranges (7/10 bu. ctn.)												
Southern California area to:												
Atlanta	1.60	1.60	1.55	1.72	2.15	2.50	1.80	1.75	1.75	1.90	2.00	2.75
Chicago	1.90	1.65	1.75	1.75	2.10	2.55	1.80	1.65	1.65	1.85	1.85	2.75
Dallas	1.20	1.30	1.20	1.25	1.60	1.95	1.15	1.25	1.30	1.30	1.35	2.00
New York City	2.45	2.35	2.30	2.45	2.95	3.30	2.40	2.30	2.40	2.65	2.55	4.00
Oranges (4/5 bu. ctn.)												
Lakeland, Florida area to:												
Atlanta	.52	.52	.52	.52	.52	.52	.49	.54	.54	.54	.54	.54
Chicago	1.25	1.30	1.30	1.35	1.35	1.40	1.37	1.25	1.23	1.38	1.58	1.58
Los Angeles	2.25	2.25	2.25	2.32	2.57	---	2.62	2.56	2.56	2.56	---	---
New York City	1.25	1.30	1.30	1.35	1.35	1.40	1.37	1.25	1.23	1.38	1.58	1.58

1/ Reported from a sample of shippers and/or truck brokers in specified areas for shipments during the first week of each month.
Source: Fruit and Vegetable Truck Rate Report.

Table 20-Citrus fruit: Production, 1978/79, 1979/80 and indicated 1980/81 1/

Crop and State	Boxes			Ton equivalent		
	Utilized		1980/81	Utilized		1980/81
	1978/79	1979/80		1978/79	1979/80	
	1,000 boxes 2/			1,000 short tons		
Oranges:						
Early, Midseason and Navel varieties 3/:						
California	20,800	32,600	36,000	780	1,223	1,350
Florida	91,000	117,900	105,600	4,095	5,306	4,752
Texas	4,300	2,300	2,600	183	98	110
Arizona	700	850	900	26	32	34
Total	116,800	153,650	145,100	5,084	6,659	6,246
Valencias:						
California	16,500	27,000	27,000	619	1,012	1,012
Florida	73,000	88,800	63,000	3,285	3,996	2,835
Texas	2,100	1,730	1,800	89	73	77
Arizona	2,200	2,650	1,800	83	99	67
Total	93,800	120,180	93,600	4,076	5,180	3,991
All Oranges:						
California	37,300	59,600	63,000	1,399	2,235	2,362
Florida	164,000	206,700	168,600	7,380	9,302	7,587
Texas	6,400	4,030	4,400	272	171	187
Arizona	2,900	3,500	2,700	109	131	101
Total oranges	210,600	273,830	238,700	9,160	11,839	10,237
Grapefruit:						
Florida all	50,000	54,800	50,500	2,125	2,329	2,146
Seedless	42,700	46,900	43,200	1,815	1,993	1,836
Pink	13,300	15,800	14,700	565	671	625
White	29,400	31,100	28,500	1,250	1,322	1,211
Other	7,300	7,900	7,300	310	336	310
Texas	9,000	7,900	6,800	360	316	272
Arizona	2,250	3,000	2,800	72	96	90
California	6,130	7,500	7,300	200	245	239
Desert Valleys	3,260	4,200	3,800	104	134	122
Other areas	2,870	3,300	3,500	96	111	117
Total grapefruit	67,380	73,200	67,400	2,757	2,986	2,747
Lemons:						
California	14,100	17,700	24,500	536	673	931
Arizona	5,500	3,050	7,000	209	116	266
Total lemons	19,600	20,750	31,500	745	789	1,197
Limes:						
Florida	720	1,100	1,200	29	44	48
Tangelos:						
Florida	4,200	6,400	4,900	189	288	221
Tangerines:						
Florida	3,500	3,900	3,000	166	185	143
Arizona	450	750	800	17	28	30
California	1,450	1,650	1,700	54	62	64
Total tangerines	5,400	6,300	5,500	237	275	237
Temples:						
Florida	4,700	6,000	3,600	212	270	162
Total	312,600	387,580	352,800	13,329	16,491	14,849

1/ The crop year begins with bloom of the first year shown and ends with completion of harvest the following year.

2/ Net content of box varies. Approximated averages are as follows: Oranges-California and Arizona, 75 lbs.; Florida, 90 lbs.; Texas 85 lbs.; Grapefruit-California, Desert Valleys and Arizona, 64 lbs.; other California areas, 67, lbs.; Florida, 85 lbs.; Texas, 80 lbs.; Lemons, 76 lbs.; Limes 80 lbs.; Tangelos, 90 lbs.; Tangerines-California and Arizona, 75 lbs.; and Temples 90 lbs.

3/ Navel and miscellaneous varieties in California and Arizona. Early and Midseason varieties in Florida and Texas, including small quantities of Tangerines in Texas.

Sources: Crop Production, CRB, ESS, and Florida Crop and Livestock Reporting Service.

Table 21-Chilled citrus juices and fruit: Florida canners' stocks, packs, supplies, and movement, current season with comparisons

Item and season	Carryin	Pack		Supply		Movement		Stocks 1/
		To date 1/	Total season	To date 1/	Total season	To date 1/	Total season	
		1,000 gallons						
Chilled juice: 2/								
Orange:								
1975/76 3/	16,779	131,241	174,804	148,040	191,583	115,042	173,558	32,998
1976/77	18,025	141,467	178,685	159,492	196,170	124,887	180,903	34,605
1977/78	15,807	137,573	184,966	153,380	200,773	123,702	185,088	29,678
1978/79	15,685	151,461	206,184	167,146	221,869	138,055	206,149	29,091
1979/80	15,721	172,692	234,768	188,413	250,489	154,932	233,775	33,481
1980/81	16,714	162,693		179,407		149,638		29,786
Grapefruit:								
1975/76 3/	1,448	20,521	24,538	21,969	25,986	15,808	24,533	6,161
1976/77	1,403	19,722	25,074	21,125	26,477	16,647	25,111	4,478
1977/78	1,366	21,648	25,430	23,014	26,826	16,443	24,921	6,571
1978/79	1,906	19,484	27,132	21,390	29,038	17,937	27,597	3,453
1979/80	1,440	21,131	28,674	22,571	30,114	18,018	27,364	4,553
1980/81	2,751	18,353		21,104		17,468		3,636
Chilled fruit:								
Grapefruit sections:								
1975/76 3/	338	1,736	1,787	2,124	2,125	1,322	1,891	802
1976/77	234	2,095	2,095	2,329	2,329	1,457	1,982	872
1977/78	347	1,636	1,636	1,983	1,983	1,141	1,676	842
1978/79	307	1,642	1,642	1,949	1,949	1,233	1,727	716
1979/80	223	1,932	1,982	2,205	2,205	1,178	1,725	1,027
1980/81	480	1,895		2,375		1,348		1,027
Oranges sections:								
1975/76 3/	118	1,079	1,126	1,197	1,244	740	1,027	457
1976/77	217	761	797	978	1,014	663	827	315
1977/78	187	841	860	1,028	1,047	537	716	491
1978/79	331	657	657	988	988	479	633	509
1979/80	355	743	743	1,093	1,098	481	708	617
1980/81	390	547		937		426		511
Citrus salad:								
1975/76 3/	627	3,929	4,027	4,556	4,654	2,537	3,599	2,019
1976/77	1,055	2,532	2,532	3,587	3,587	2,442	3,099	1,145
1977/78	489	2,945	2,945	3,434	3,434	1,816	2,611	1,618
1978/79	823	2,392	2,392	3,215	3,215	1,702	2,436	1,513
1979/80	778	2,176	2,201	2,954	2,979	1,760	2,478	1,194
1980/81	502	1,475		1,977		1,380		597

1/ For 1980/81 season, week ending June 6; 1979/80 season, week ending June 7; 1978/79 season, June 9; 1977/78 season, June 10; 1976/77 June 11 and 1975/76 June 5. These respective dates include data through the 36th week of each season.
2/ Pack data is from fruit and frozen concentrated juices, but excludes reprocessed single strength.
3/ The 1975/76 season incorporates 53 weeks.

Compiled from Florida Citrus Processors Association.

Table 22--Canned citrus juices and fruit: Florida canners' packs, supplies, and movements current season with comparisons

Item and season	Carryin	Pack		Supply		Movement		Stocks 1/
		To date 1/	Total season	To date 1/	Total season	To date 1/	Total season	
		1,000 cases, 24 No. 2's						
Juices:								
Oranges: 3/								
1975/76 2/	2,027	10,271	10,635	12,298	12,662	7,374	10,746	4,924
1976/77	1,916	10,630	10,767	12,546	12,683	7,341	10,592	5,205
1977/78	2,091	10,904	11,654	12,995	13,745	8,619	11,365	4,376
1978/79	2,074	12,014	13,222	14,088	15,296	8,865	12,678	5,223
1979/80	2,618	12,583	13,869	15,201	16,487	9,611	13,974	5,590
1980/81	2,513	11,612		14,125		8,832		5,294
Grapefruit: 4/								
1975/76 2/	3,907	18,248	18,926	22,155	22,833	13,063	19,151	9,092
1976/77	3,682	17,997	18,809	21,679	22,491	12,340	17,769	9,339
1977/78	4,722	16,815	17,246	21,537	21,968	12,625	18,407	8,912
1978/79	3,561	16,182	16,764	19,743	20,325	11,739	17,295	8,004
1979/80	3,030	16,006	16,604	19,036	19,634	10,847	16,221	8,189
1980/81	3,412	13,218		16,630		9,645		6,985
Blend:								
1975/76 2/	276	1,685	1,687	1,961	1,963	1,101	1,566	860
1976/77	397	1,293	1,308	1,690	1,705	1,034	1,518	656
1977/78	188	1,617	1,664	1,805	1,852	1,052	1,487	753
1978/79	364	1,195	1,255	1,559	1,619	942	1,365	618
1979/80	254	1,314	1,314	1,720	1,720	819	1,161	749
1980/81	406	980		1,386		743		644
Tangerine:								
1975/76	1	19	19	20	20	16	20	4
1976/77	0	35	35	35	35	14	20	21
1977/78	15	8	8	23	23	14	21	9
1978/79	2	19	19	21	21	13	18	8
1979/80	4	17	17	21	21	10	16	11
1980/81	6	9		15		7		7
Canned Fruits								
Grapefruit sections:								
1975/76 2/	914	1,602	1,602	2,516	2,516	1,275	1,906	1,241
1976/77	610	1,722	1,722	2,332	2,332	1,351	1,950	981
1977/78	382	1,753	1,753	2,135	2,135	1,269	1,842	366
1978/79	293	1,823	1,823	2,116	2,116	1,452	2,002	664
1979/80	114	1,966	1,966	2,080	2,080	1,242	1,792	838
1980/81	288	1,671		1,959		1,047		912
Orange sections:								
1975/76 2/	8	26	26	34	34	12	17	22
1976/77	17	10	10	27	27	15	21	12
1977/78	6	16	16	22	22	13	17	9
1978/79	4	15	15	19	19	9	15	10
1979/80	4	18	18	22	22	12	17	10
1980/81	5	19		24		10		13
Citrus salad:								
1975/76 2/	85	112	112	197	197	83	126	114
1976/77	71	84	84	155	155	96	124	59
1977/78	31	111	111	142	142	90	114	52
1978/79	29	76	76	105	105	57	80	47
1979/80	25	74	74	99	99	57	81	43
1980/81	18	79		97		54		43

1/ For 1980/81 season, week ending June 6; 1979/80 season, week ending June 7; 1978/79 season, June 9, 1977/78 season, June 10; 1976/77, June 11; 1975/76, June 5. These respective dates include data through the 36th week of each season.
2/ The 1975/76 season incorporates 53 weeks.
3/ Includes reconstituted orange juice.
4/ Includes reconstituted grapefruit juice.

Compiled from Florida Citrus Processors Association.

Table 23— Canned citrus juice: U.S. packs of selected items, 1979/80 and earlier seasons

Item and State	1975/76	1976/77	1977/78	1978/79	1979/80
	1,000 equivalent cases, 24 No. 2's				
Grapefruit:					
Florida	18,890	18,809	17,246	16,764	16,604
Texas	4,030	5,867	4,690	3,462	3,606
California-Arizona	2,901	3,013	4,443	4,949	4,018
Total	25,821	27,689	26,379	25,175	24,228
Orange:					
Florida	10,635	10,767	11,654	13,222	13,869
Texas	1,256	2,485	2,427	2,209	2,419
California-Arizona	1,569	1,183	1,748	2,795	2,079
Total	13,460	14,435	15,829	18,226	18,367
Blend:					
Florida	1,687	1,308	1,664	1,255	1,314
Texas	938	88	87	80	82
California-Arizona	144	187	194	95	138
Total	2,769	1,583	1,945	1,430	1,534

Source: National Food Processors Association and Florida Citrus Processors Association.

Table 24—U.S. monthly average price indexes for fruits

Item	1980									1981			
	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May
	(1967=100)												
Wholesale price index:													
Fresh fruit	244.3	224.0	250.1	268.0	267.3	223.4	219.0	220.5	203.3	211.6	217.0	221.3	227.7
Citrus fruit	186.8	143.7	144.7	273.4	269.6	209.7	161.7	171.7	171.9	165.6	156.2	196.1	189.8
Other fruit	268.9	259.3	250.7	263.5	264.2	228.0	243.8	241.3	216.2	231.3	243.4	231.3	243.5
Dried fruit	374.8	375.8	376.9	376.9	381.7	397.3	391.0	391.0	382.2	381.1	381.1	385.5	382.2
Canned fruit and juice	255.3	257.3	257.6	256.4	257.5	258.8	261.3	260.4	260.4	267.3	271.0	271.4	272.6
Canned fruit	230.4	233.3	233.5	232.8	233.7	235.5	239.1	238.0	239.5	238.2	237.8	237.0	238.7
Canned fruit juice	295.3	296.0	296.4	294.6	302.3	296.6	297.4	296.9	294.8	313.6	229.2	325.5	325.9
Frozen fruit and juice	247.4	243.2	244.0	244.0	243.1	243.1	232.7	232.7	228.8	268.5	294.9	317.2	317.2
Consumer price index:													
Fresh fruit	264.7	273.9	282.7	302.3	286.3	272.9	258.6	251.8	245.6	256.8	265.2	271.6	276.6
Index of fruit prices received by growers[1]	208	229	204	196	212	225	217	193	190	183	202	196	225

[1]Index for fresh and processed.

Table 25--U.S. monthly average fruit prices received by growers

Commodity and unit	1980								1981				
	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May
Apples for fresh use (cents/lb.)	17.9	21.0	23.7	22.6	17.9	14.5	12.9	11.9	11.0	12.8	12.6	11.7	10.5
Pears for fresh use ($/ton)	449.00	450.00	278.00	254.00	244.00	237.00	233.00	255.00	240.00	255.00	290.00	327.00	370.0
Peaches for fresh use (cents/lb.)	19.4	19.2	14.2	15.2	16.8	--	--	--	--	--	--	--	--
Strawberries for fresh use (cts./lb.)	45.2	46.3	41.8	46.6	47.9	51.6	61.3	60.00	82.2	59.0	49.7	45.2	41.9
Oranges for: ($/box) 1/													
Fresh use	2.98	3.08	3.40	2.89	4.50	5.90	6.22	5.43	4.51	5.48	4.64	4.04	3.40
Processing	3.48	3.65	1.96	.30	.26	.26	1.48	2.28	2.72	2.07	3.30	3.05	5.18
All	3.41	3.54	2.70	1.93	3.04	3.92	4.25	3.12	2.87	2.46	3.59	3.28	4.94
Grapefruit for: ($/box) 1/													
Fresh use	4.56	4.94	3.75	4.77	5.62	5.06	3.96	4.14	3.96	5.15	5.11	5.45	6.27
Processing	1.71	-.46	-.49	-.51	-.58	.84	1.82	2.40	2.45	2.30	2.82	2.74	1.12
All	3.19	1.93	1.36	1.61	2.84	4.17	2.83	3.08	2.91	3.30	3.42	3.97	4.07
Lemons for: ($/box) 1/													
Fresh use	5.10	6.10	7.50	13.70	12.68	9.35	8.62	5.18	4.10	2.45	2.09	2.67	3.92
Processing	1.34	1.34	1.34	1.50	1.54	1.54	-.36	-.36	-.36	-.36	-.36	-.36	-.36
All	3.12	4.03	5.28	8.91	5.96	4.73	2.51	1.35	1.18	.42	.36	.42	.99
Tangerines for: ($/box) 1/													
Fresh use	2.69	1.66	--	--	--	10.65	7.65	6.74	4.55	2.84	.70	-.94	-.19
Processing	-1.62	-1.62	--	--	---	-.65	-.15	.12	.02	-2.47	-2.47	-2.47	-2.48
All	.97	.80	--	--	--	8.46	5.28	4.45	2.09	-.40	-1.36	-1.98	-2.01

1/ Equivalent on-tree returns.

Source: Agricultural Prices, ESS-SRS.

Table 26—Fruit, per capita consumption: Fresh-weight equivalent, 1960 to date[1]

Year	Citrus						Apples						Other fruit						All fruit
	Fresh[2]	Canned[2]	Canned juice[2 3]	Chilled	Frozen[3]	Total	Fresh[4]	Canned	Canned juice	Frozen	Dried	Total	Fresh	Canned	Canned juice	Frozen	Dried	Total	
	Pounds																		
1960 .	33.7	2.1	11.6	5.1	36.2	88.7	18.3	4.8	1.4	.7	.8	26.0	41.9	19.9	9.4	3.4	11.4	86.0	200.7
1961 .	30.8	1.9	10.4	4.2	34.0	81.3	16.4	5.0	1.5	.6	.7	24.2	41.5	20.6	8.3	3.5	11.4	85.3	190.8
1962 .	29.5	1.9	10.2	5.5	38.3	85.4	17.5	4.8	1.6	.5	1.0	25.4	36.8	20.2	8.3	3.8	10.9	80.0	190.8
1963 .	22.1	1.3	10.1	3.0	28.2	64.7	16.7	5.1	1.9	.7	.6	25.0	35.9	20.5	9.7	3.8	10.8	80.7	170.4
1964 .	26.2	1.7	7.9	3.7	27.4	66.9	17.9	5.0	2.3	.7	.7	26.6	35.4	20.3	8.5	3.5	10.6	78.3	171.8
1965 .	29.2	1.8	7.7	4.7	31.6	75.0	16.3	5.3	2.4	.8	.7	25.5	35.9	20.6	8.0	3.6	10.9	79.0	179.5
1966 .	29.2	2.0	9.5	7.5	29.6	77.8	16.0	4.6	1.8	.7	1.2	24.3	36.6	20.4	8.7	3.5	10.9	80.1	182.2
1967 .	31.8	2.2	10.9	9.8	41.6	96.3	16.2	5.1	2.1	.9	.8	25.1	34.0	19.6	7.3	3.5	10.2	74.6	196.0
1968 .	26.4	2.1	9.5	9.4	40.4	87.8	15.7	4.8	2.6	.8	.9	24.8	36.5	19.1	8.0	3.7	10.3	77.6	190.2
1969 .	28.4	1.7	13.5	9.3	37.0	89.9	14.9	5.0	3.7	.9	1.4	25.9	36.2	21.8	8.2	3.6	9.3	79.1	194.9
1970 .	28.8	1.8	13.2	10.3	41.6	95.7	18.3	5.1	4.1	.8	.9	29.2	34.3	20.5	8.0	3.1	9.9	75.8	200.7
1971 .	29.2	1.9	13.4	10.4	48.2	103.1	16.1	4.8	5.0	.9	.5	27.3	35.4	19.0	7.8	3.5	9.7	75.4	205.8
1972 .	27.4	1.7	13.6	11.1	55.2	109.0	17.4	4.6	4.0	1.1	.6	27.7	32.2	18.7	6.8	3.3	7.3	68.3	205.0
1973 .	27.4	1.7	14.4	11.3	54.2	109.0	14.7	4.5	3.9	1.0	1.1	25.2	34.2	18.7	8.0	3.2	9.1	73.2	207.4
1974 .	27.4	1.7	12.8	11.1	58.5	111.5	16.0	4.2	3.9	.6	.9	25.6	35.3	17.2	6.4	3.7	8.7	71.3	208.4
1975 .	29.4	1.4	15.0	11.9	68.6	126.3	17.7	4.2	4.4	.8	1.0	28.1	36.4	16.9	6.6	3.0	10.7	73.6	228.0
1976 .	29.0	1.2	14.1	13.0	66.4	123.7	18.7	[5] 3.0	5.1	.7	1.1	28.6	37.8	17.6	6.5	3.0	9.3	74.2	226.5
1977 .	26.2	1.3	12.2	11.9	68.6	120.2	17.0	3.3	5.1	.7	1.0	27.1	38.8	17.8	6.6	3.0	9.0	75.2	222.5
1978 .	26.5	1.4	14.1	12.7	58.6	113.3	15.8	3.6	6.5	.7	1.0	27.6	39.2	16.3	7.9	3.2	7.4	74.0	214.9
1979 .	24.5	1.4	14.0	11.5	62.5	113.9	17.0	3.3	8.1	.6	1.0	30.0	41.8	16.4	7.2	2.6	9.6	77.6	221.5
1980[6]	28.7	1.2	15.1	12.3	62.6	119.9	16.7	3.3	7.3	.6	1.0	28.9	41.9	15.8	7.6	3.0	10.7	79.0	227.8

[1] Excludes quantities consumed as baby food. Unless otherwise noted, data represent a calendar year (adjustments to a calendar year, when necessary, were made by combining proportional parts of each pack year involved). Civilian consumption only. Beginning 1960 includes Alaska and Hawaii. Revisions were made for certain items from 1960 through 1978. [2] Crop and pack year beginning October or November prior to year indicated. [3] The estimates for 1960-1978 have been revised to reflect a correction of the distribution of imports between hot pack and frozen citrus juices. [4] Includes only apples grown in commercial areas. [5] Not comparable to previous years due to a change in sample size reported by the National Food Processors Association. [6] Preliminary.

Note: See September 1970 (TFS-176) Fruit Situation for annual data prior to 1960. 1970-1980 per capita consumption was revised due to the population revision from the Bureau of the Census.

Table 27--Fresh Fruit: Per capita consumption, fresh weight basis 1960 to date 1/

Year	Citrus fruit							Noncitrus fruit				
	Oranges	Tangerines	Tangelos	Lemons	Limes	Grapefruit	Total citrus	Apples	Apricots	Avocados	Bananas	Bushberries 2/	Cherries
	Pounds												
1960	19.3	1.2	.23	2.9	.12	10.0	33.7	18.3	.21	.9	20.5	--	.4
1961	16.1	1.8	.20	2.8	.12	9.8	30.8	16.4	.20	.4	19.9	--	.5
1962	15.6	1.5	.35	2.8	.11	9.1	29.5	17.5	.20	.6	16.3	--	.5
1963	11.9	.9	.28	2.5	.13	6.4	22.1	16.7	.16	.5	16.6	--	.4
1964	14.3	1.4	.32	2.6	.12	7.5	26.2	17.9	.20	.6	16.9	--	.6
1965	16.4	1.6	.38	2.4	.14	8.3	29.2	16.3	.10	.4	17.9	--	.4
1966	16.4	1.6	.45	2.3	.12	8.4	29.2	16.0	.17	.6	18.3	--	.5
1967	17.9	1.9	.59	2.3	.10	9.0	31.8	16.2	.11	.8	18.3	--	.5
1968	14.1	1.3	.64	2.2	.15	8.0	26.4	15.7	.11	.5	18.5	--	.5
1969	16.1	1.6	.55	2.1	.15	7.8	28.4	14.9	.09	.7	18.0	--	.5
1970	16.2	1.6	.62	2.0	.19	8.2	28.8	18.3	.12	.4	17.6	.18	.5
1971	15.7	1.8	.71	2.2	.18	8.6	29.2	16.1	.14	.8	18.2	.20	.6
1972	14.5	1.6	.72	1.8	.22	8.6	27.4	17.4	.08	.4	18.0	.11	.3
1973	14.4	1.7	.62	1.9	.22	8.6	27.4	14.7	.09	.8	18.2	.14	.7
1974	14.4	1.9	.68	2.0	.23	8.2	27.4	16.0	.04	.6	18.6	.16	.6
1975	15.9	2.0	1.00	1.9	.24	8.4	29.4	17.7	.05	1.2	17.7	.16	.7
1976	14.7	2.0	.94	1.9	.25	9.2	29.0	18.7	.06	.8	19.3	.10	.8
1977	13.4	1.8	.95	2.1	.25	7.7	26.2	17.0	.05	1.3	19.3	.06	.6
1978	13.5	1.6	.82	2.1	.24	8.3	26.5	15.8	.07	1.0	20.2	.20	.5
1979	12.4	1.6	.69	2.0	.28	7.6	24.5	17.0	.08	1.2	21.1	.25	.7
1980 4/	15.7	1.9	.72	2.0	.37	8.0	28.7	16.7	.09	.8	20.8	.22	.7

Year	Noncitrus fruit (continued)												
	Cranberries	Figs	Grapes	Nectarines	Peaches	Pears	Pineapple	Papayas	Plums and Prunes	Strawberries	Miscellaneous fruit 3/	Total non citrus	Total fruit
	Pounds												
1960	.24	.02	3.9	.5	9.5	2.6	.6	.06	1.2	1.3	--	60.2	93.9
1961	.29	.02	3.8	.6	9.7	2.6	.5	.08	1.3	1.6	--	57.9	88.7
1962	.28	.02	4.2	.5	8.2	2.6	.4	.07	1.3	1.6	--	54.3	83.8
1963	.22	.02	4.2	.6	7.6	2.0	.5	.06	1.4	1.6	--	52.6	74.7
1964	.22	.02	3.9	.7	6.0	2.4	.6	.09	1.5	1.7	--	53.3	79.5
1965	.19	.02	4.2	.7	6.8	1.8	.6	.08	1.4	1.3	--	52.2	81.4
1966	.17	.02	4.3	.7	6.2	2.4	.5	.08	1.2	1.4	--	52.6	81.8
1967	.14	.01	3.5	.5	4.9	1.8	.6	.10	1.3	1.5	--	50.2	82.0
1968	.15	.02	3.8	.6	6.6	2.0	.6	.10	1.3	1.8	--	52.2	78.6
1969	.17	.01	3.6	.6	6.7	2.2	.6	.08	1.1	1.8	--	51.1	79.5
1970	.18	.01	2.8	.6	5.7	2.0	.7	.12	1.5	1.8	.14	52.6	81.4
1971	.20	.01	2.4	.6	5.7	2.4	.7	.10	1.3	1.9	.16	51.5	80.7
1972	.15	.03	2.2	.8	3.9	2.4	.8	.11	1.1	1.7	.15	49.6	77.0
1973	.19	.04	2.6	.7	4.3	2.5	.9	.14	1.1	1.6	.18	48.9	76.3
1974	.15	.05	2.8	1.0	4.4	2.3	.9	.16	1.5	1.8	.20	51.3	78.7
1975	.14	.03	3.2	.9	5.0	2.8	1.0	.17	1.3	1.8	.24	54.1	83.5
1976	.19	.02	3.2	1.0	5.2	2.6	1.2	.20	1.3	1.6	.23	56.5	85.5
1977	.18	.03	3.1	1.2	5.1	2.6	1.4	.25	1.6	1.9	.17	55.8	82.0
1978	.18	.03	3.0	1.2	5.0	2.2	1.5	.25	1.6	2.1	.15	55.0	81.5
1979	.13	.03	3.6	1.4	5.5	2.5	1.5	.17	1.7	1.8	.12	58.8	83.3
1980 4/	.12	.02	4.0	1.6	5.7	2.5	1.5	.21	1.6	1.9	.19	58.6	87.3

1/ All data on calendar-year basis with exception of citrus fruits, which start October or November prior to year indicated. Civilian consumption only. Beginning 1960, includes Alaska and Hawaii. 2/Includes blackberries, blueberries, boysenberries, currants, loganberries, black and red raspberries, and other berries. 3/Includes mangoes, olives, persimmons, pomegranates, chinese gooseberries, and other fruit. 4/Preliminary.

Note: See September 1970 (TFS-176) Fruit Situation for annual data prior to 1960. 1970-1980 per capita consumption was revised due to the population revisions from the Bureau of Census.

Table 28--Canned and chilled fruit: Per capita consumption, product weight basis, 1960 to date 1/

Year	Canned fruit													Chilled citrus sections 2/
	Apples and apple-sauce	Apri-cots	Berries	Cher-ries	Cran-berries	Figs	Salad and cocktail	Peaches (in-cluding spiced)	Pears	Pine-apples	Plums and Prunes	Olives	Citrus sections	Total	
	Pounds														
1960	3.4	1.1	.20	1.1	.6	.09	2.7	6.1	2.0	3.2	.3	.8	1.0	22.6	.4
1961	3.6	1.2	.18	1.2	1.0	.08	2.7	6.2	1.8	3.1	.2	1.0	.9	23.2	.4
1962	3.4	.9	.19	1.2	.8	.08	2.8	6.4	2.1	3.8	.4	.8	.9	22.8	.4
1963	3.6	1.1	.14	1.0	.8	.07	2.8	6.6	2.0	3.2	.3	.8	.6	23.0	.3
1964	3.7	1.0	.14	1.3	.7	.07	2.6	6.6	1.6	3.2	.3	1.0	.8	23.0	.4
1965	3.8	1.1	.14	1.1	.8	.09	2.9	6.7	1.9	3.1	.3	.7	.9	23.5	.3
1966	3.3	1.1	.16	1.0	.8	.09	3.0	6.2	1.9	3.1	.4	.8	1.0	22.9	.5
1967	3.7	.9	.18	.8	.8	.07	2.7	6.1	1.8	3.1	.4	.9	1.1	22.6	.5
1968	3.5	.9	.14	.7	.9	.07	2.8	5.7	1.4	3.7	.3	.7	1.1	21.9	.4
1969	3.6	.9	.13	1.0	.8	.04	3.2	6.9	2.0	3.4	.3	1.2	.8	24.2	.4
1970	3.7	1.0	.10	.9	.9	.05	3.2	5.9	2.0	3.3	.3	1.1	.9	23.3	.4
1971	3.6	1.0	.11	.9	.8	.04	2.6	5.4	2.0	3.3	.3	.9	.9	21.8	.3
1972	3.5	.7	.12	.7	.8	.09	2.6	5.7	2.0	3.4	.2	.7	.8	21.3	.3
1973	3.4	.8	.13	.7	1.0	--	3.0	4.9	2.2	3.4	.2	.7	.3	21.2	.3
1974	3.1	.5	.09	.7	.9	--	2.7	4.9	1.7	2.9	.2	.9	.8	19.5	.3
1975	2.1	.5	.13	.8	.7	--	2.6	4.9	1.9	2.8	.2	.9	.7	19.2	.3
1976 3/	2.3	.6	.10	.7	.7	--	2.7	4.9	2.1	3.0	.2	1.0	.6	18.9	.3
1977	2.4	.6	.12	.6	.7	--	2.7	5.0	2.2	3.1	.2	1.0	.6	19.2	.2
1978	2.6	.4	.05	.7	.8	--	2.8	4.2	1.8	3.2	.2	.6	.7	18.1	.2
1979	2.5	.4	.05	.7	.3	--	2.6	4.1	1.8	3.3	.2	.9	.7	18.1	.2
1980 4/	2.4	.5	.05	.9	.7	--	2.5	3.9	1.8	3.1	.1	.8	.6	17.4	.2

1/ Civilian consumption only. Beginning 1960, includes Alaska and Hawaii. 2/ Produced commercially in Florida. 3/ Not comparable to previous years due to a change in sample size reported by the National Food Processors. 4/ Preliminary.

Note: See September 1970 (TFS-176) Fruit Situation for annual data prior to 1960. 1970-1980 per capita consumption was revised due to the population revision from the Bureau of Census.

Table 29--Canned and chilled fruit juices (excluding frozen): Per capita consumption, product weight basis, 1960 to date 1/

Year	Canned														Chilled 2/		
	Citrus							Pineapple									
	Orange	Grapefruit	Blended orange and grapefruit	Lemon and lime	Tangerine	Citrus concentrate 3/	Total	Apple	Fruit nectars	Grape	Single strength	Concentrate 3/	Prune	Total	Orange	Grapefruit	Total
	Pounds																
1960	2.12	1.51	.51	.13	.07	1.35	5.69	.89	1.06	.76	2.15	1.25	1.06	7.17	2.10	.02	2.12
1961	1.70	1.39	.45	.13	.06	1.41	5.14	.95	.52	.71	2.07	1.19	1.05	6.49	1.65	.03	1.68
1962	1.92	1.48	.47	.13	.06	.95	5.01	1.05	.52	.65	2.09	1.18	1.06	6.55	2.19	.08	2.27
1963	1.69	1.30	.42	.13	.04	1.40	4.93	1.21	.36	.63	2.61	1.74	1.11	7.66	1.14	.03	1.17
1964	1.17	1.09	.30	.11	.04	1.16	3.87	1.49	.28	.65	1.97	1.64	1.11	7.14	1.29	.07	1.36
1965	1.24	1.39	.30	.10	.02	.74	3.79	1.53	.38	.74	1.84	1.19	1.16	6.84	1.90	.05	1.95
1966	1.53	1.73	.34	.10	.02	.94	4.66	1.17	.40	.63	1.92	1.73	1.10	6.95	3.04	.14	3.18
1967	1.57	2.33	.39	.10	.02	.94	5.35	1.35	.32	.67	1.76	.96	1.09	6.22	4.15	.23	4.38
1968	1.19	2.22	.32	.10	.01	.81	4.65	1.69	.37	.55	2.14	1.51	.75	7.01	3.96	.24	4.20
1969	1.30	2.84	.33	.10	.01	1.98	6.65	2.41	.41	.54	1.61	1.83	1.10	7.90	3.87	.30	4.17
1970	1.74	2.98	.33	.10	.01	1.32	6.48	2.67	.70	.58	1.60	1.37	1.11	8.03	4.35	.34	4.69
1971	1.59	3.26	.30	.10	.005	1.35	6.60	3.24	.68	.70	1.54	1.20	1.08	8.44	4.34	.42	4.76
1972	1.46	3.27	.25	.10	.01	1.61	6.69	2.62	.56	.54	1.66	1.11	.67	7.16	4.56	.62	5.18
1973	1.66	3.43	.23	.11	.003	1.69	7.12	2.56	.51	.56	2.02	1.24	.98	7.87	4.67	.55	5.22
1974	1.46	3.51	.21	.10	.002	1.01	6.29	2.54	.53	.67	1.17	1.16	.72	6.79	4.64	.52	5.16
1975	1.52	3.37	.22	.12	.003	2.16	7.39	2.86	.78	.58	1.07	1.16	.32	7.27	5.01	.62	5.63
1976	1.36	3.35	.31	.08	.003	1.84	6.94	3.32	.77	.56	1.16	.86	1.00	7.67	5.36	.73	6.09
1977	1.45	3.13	.21	.08	.003	1.13	6.00	3.31	.67	.45	1.22	1.15	.89	7.69	4.97	.70	5.67
1978	1.72	3.51	.16	.07	.002	1.49	6.95	4.26	.76	.92	1.31	1.36	.94	9.55	5.30	.75	6.05
1979	2.04	3.36	.07	.05	.002	1.36	6.88	5.27	.56	.64	1.31	1.48	.81	10.07	4.88	.57	5.45
1980 4/	2.20	3.09	.06	.08	.002	2.00	7.43	4.76	.58	.65	1.54	1.46	.86	9.85	5.20	.65	5.85

1/ Civilian consumption only. Calendar-year basis except for citrus juices which are on a pack-year basis beginning prior to year indicated. Beginning 1960, includes Alaska and Hawaii. The estimates for 1960-78 have been revised to reflect a correction of the distribution of imports between hot pack and frozen citrus. 2/ Chilled fruit juice produced commercially from the fresh fruit in Florida; does not include reconstituted or frozen juice or fresh juice produced for local sale. 3/ Single-strength equivalent. 4/ Preliminary.

Note: See September 1970 (TFS-176) Fruit Situation, for annual data prior to 1960. 1970-1980 per capita consumption was revised due to the population revisions from the Bureau of Census.

Table 30--Frozen fruit: Per capita consumption, product weight basis, 1960 to date 1/

Year	Black-berries	Blue-berries	Rasp-berries	Straw-berries	Other berries	Apples	Apricots	Cherries	Grapes and pulp	Peaches	Miscel-laneous 2/	Total
						Pounds						
1960	.14	.10	.21	1.28	.12	.40	.07	.71	.03	.24	.20	3.50
1961	.10	.16	.20	1.38	.08	.37	.06	.64	.12	.27	.19	3.57
1962	.14	.19	.17	1.42	.11	.32	.06	.74	.08	.30	.23	3.76
1963	.14	.21	.17	1.56	.09	.41	.07	.71	.08	.32	.14	3.90
1964	.12	.18	.17	1.31	.07	.44	.06	.62	.12	.24	.25	3.59
1965	.07	.19	.13	1.39	.07	.45	.06	.78	.06	.32	.16	3.68
1966	.07	.15	.15	1.40	.03	.39	.10	.74	.05	.30	.17	3.55
1967	.12	.17	.17	1.40	.07	.55	.10	.54	.05	.30	.23	3.70
1968	.17	.25	.18	1.42	.12	.49	.08	.53	.12	.29	.19	3.84
1969	.14	.21	.14	1.42	.10	.54	.06	.60	.07	.29	.20	3.77
1970	.11	.21	.16	1.18	.06	.48	.06	.61	.03	.26	.17	3.33
1971	.16	.18	.16	1.41	.07	.54	.07	.67	.01	.25	.16	3.68
1972	.11	.18	.12	1.35	.06	.67	.04	.64	.01	.31	.16	3.65
1973	.08	.16	.10	1.18	.05	.62	.08	.82	.04	.22	.16	3.51
1974	.06	.14	.09	1.13	.04	.33	.06	.50	.01	.28	.13	2.77
1975	.08	.19	.10	1.40	.04	.47	.07	.44	(4)	.28	.15	3.22
1976	.12	.13	.13	1.29	.05	.39	.06	.68	.01	.13	.10	3.09
1977	.12	.13	.13	1.17	.04	.44	.07	.63	.02	.28	.18	3.21
1978	.10	.11	.10	1.38	.05	.39	.07	.64	.02	.27	.16	3.29
1979	.06	.13	.08	1.14	.03	.33	.06	.53	.01	.21	.12	2.70
1980 3/	.02	.19	.08	1.40	.02	.35	.06	.49	.03	.26	.14	3.04

1/ Civilian consumption only. Beginning 1960, includes Alaska and Hawaii. 2/ Includes prunes and plums. 3/ Preliminary. 4/ Negligible.

Note: See September 1970 (TFS-176) Fruit Situation for annual data prior to 1960. 1970-1980 per capita consumption was revised due to the population revisions from the Bureau of Census.

Table 31--Frozen citrus juices: Per capita consumption product weight and single strength basis 1960 to date 1/

Year	Orange		Grapefruit		Blend		Lemon	
	Product weight	Single strength	Product weight	Single strength	Product weight	Single strength	Product weight	Single strength
	Pounds							
1960	4.56	16.07	.16	.56	.03	.11	.13	.38
1961	4.46	15.72	.14	.49	.01	.04	.06	.16
1962	5.19	18.29	.16	.56	.01	.04	.10	.30
1963	3.62	12.76	.11	.39	.01	.04	.19	.62
1964	3.46	12.20	.13	.46	.004	.014	.11	.34
1965	4.18	14.73	.15	.53	.01	.04	.05	.13
1966	3.95	13.92	.16	.56	.003	.011	.04	.09
1967	5.72	20.16	.22	.78	.01	.04	.05	.13
1968	5.71	20.13	.15	.53	.001	.004	.04	.09
1969	5.18	18.26	.14	.49	.001	.004	.04	.09
1970	5.91	20.83	.21	.74	.001	.004	.03	.06
1971	6.92	24.39	.23	.31	.001	.004	.03	.06
1972	7.90	27.35	.30	1.06	.001	.004	.04	.09
1973	7.58	20.07	.31	1.09	(2)	(2)	.03	.06
1974	8.41	29.64	.33	1.16	(2)	(2)	.03	.06
1975	9.36	32.99	.28	.99	(2)	(2)	.10	.25
1976	9.80	34.54	.07	.25	(2)	(2)	.03	.03
1977	9.74	34.33	.52	1.83	.001	.004	.06	.14
1978	7.84	27.64	.52	1.83	(2)	(2)	.10	.25
1979	8.65	30.49	.51	1.80	(2)	(2)	.07	.17
1980 3/	9.06	31.94	.42	1.42	(2)	(2)	.04	.09

Year	Lemonade base		Limeade		Tangerine		Total	
	Product weight	Single strength	Product weight	Single strength	Product weight	Single strength	Product weight	Single strength
	Pounds							
1960	.76	.56	.05	.18	.04	.14	5.73	18.00
1961	.62	.46	.04	.14	.05	.18	5.38	17.19
1962	.43	.36	.05	.18	.07	.25	6.06	19.98
1963	.44	.33	.04	.14	.05	.18	4.46	11.46
1964	.51	.38	.06	.21	.05	.18	4.32	13.78
1965	.52	.38	.03	.11	.05	.18	4.99	16.10
1966	.44	.33	.03	.11	.05	.18	4.67	15.20
1967	.48	.36	.04	.14	.05	.18	6.57	21.79
1968	.41	.30	.03	.11	.04	.14	6.38	21.30
1969	.39	.29	.04	.14	.04	.14	5.84	19.41
1970	.34	.25	.04	.14	.05	.18	6.58	22.20
1971	.34	.26	.06	.21	.05	.18	7.63	25.91
1972	.38	.28	.06	.21	.05	.18	8.73	29.67
1973	.47	.35	.03	.11	.05	.18	8.57	21.86
1974	.43	.32	.02	.07	.04	.14	9.26	31.39
1975	.98	.73	.08	.28	.06	.21	10.86	35.45
1976	.51	.38	.06	.21	.03	.11	10.50	35.52
1977	.39	.29	.08	.28	.07	.25	10.86	37.12
1978	.68	.50	.07	.25	.06	.21	9.27	30.68
1979	.52	.39	.08	.28	.06	.21	9.89	33.34
1980 3/	.24	.18	.08	.28	.06	.21	9.90	34.12

1/ Civilian consumption. Beginning 1960, includes Alaska and Hawaii. The estimates for 1960-1978 have been revised to reflect a correction of the distribution of import between hot pack and frozen citrus juices. Product weight includes concentrated and single-strength juices. Concentrated fruit juices converted to single-strength on basis of 3.525 pounds to 1; Lemonade base, 0.74 to 1. 2/ Negligible. 3/ Preliminary.

Note: See September 1970 (TFS-176) Fruit Situation for annual data prior to 1960. 1970-1980 per capita consumption was revised due to the population revisions from the Bureau of Census.

Table 32--Dried fruit: Per capita consumption, product weight basis, pack years, 1960 to date 1/

Pack year	Apples	Apricots	Dates 2/	Figs	Peaches	Pears	Prunes 3/	Raisins	Total
				Pounds					
1960	.10	.07	.45	.34	.06	.006	.62	1.42	3.07
1961	.09	.07	.34	.33	.05	.003	.62	1.60	3.10
1962	.12	.05	.36	.26	.06	.004	.68	1.47	3.00
1963	.08	.06	.37	.30	.05	.003	.58	1.49	2.93
1964	.09	.06	.31	.27	.04	.003	.67	1.45	2.89
1965	.09	.06	.31	.33	.05	.001	.59	1.54	2.97
1966	.15	.06	.31	.27	.04	.001	.54	1.64	3.10
1967	.10	.05	.31	.20	.03	.00	.56	1.52	2.77
1968	.11	.06	.27	.25	.03	.001	.66	1.44	2.82
1969	.18	.04	.21	.16	(4)	.001	.57	1.47	2.63
1970	.11	.05	.29	.23	.01	.003	.68	1.34	2.71
1971	.06	.06	.31	.19	.02	.01	.58	1.38	2.61
1972	.08	.05	.28	.12	.02	.01	.49	.96	2.01
1973	.14	.04	.28	.13	.01	.002	.54	1.40	2.54
1974	.11	.03	.25	.16	.01	.002	.51	1.33	2.40
1975	.13	.05	.35	.16	.02	.004	.60	1.63	2.94
1976	.14	.06	.42	.18	.02	.005	.52	1.25	2.59
1977	.12	.06	.36	.16	.02	.01	.47	1.30	2.50
1978	.13	.04	.32	.17	.01	.005	.44	.98	2.09
1979	.13	.06	.30	.18	.01	.01	.54	1.43	2.66
1980 5/	.13	.05	.30	.20	.01	.01	.60	1.64	2.94

1/ Production begins midyear. Civilian consumption only. Beginning 1960, includes Alaska and Hawaii. 2/ Pits-in basis. 3/ Excludes quantities used for juice. 4/ Negligible. 5/ Preliminary.

Note: See September 1970 (TFS-176) Fruit Situation for annual data prior to 1960. 1970-1980 per capita consumption was revised due to the population revisions from the Bureau of Census.

LIST OF TABLES

Marketing orders and agreements are important but widely misunderstood marketing programs in the fruit and vegetable industries. In this three part series, fruit, vegetable, and specialty crop marketing orders are discussed in detail. In this issue, Part I deals with how the marketing order program evolved, the present importance of orders for fruits and vegetables, and the types of provisions that are used in orders. Part II will examine how orders are initiated, terminated, and administered through the cooperation of commodity committees and the Secretary of Agriculture. Part III will address some of the controversial aspects of marketing orders: how orders permit producers to achieve a degree of market power, how market power is constrained, and how orders have affected producers and consumers of the commodities covered.

WHAT ARE MARKETING ORDER

by

Edward V. Jesse [1]

ABSTRACT: Under the Agricultural Marketing Agreement Act of 1937, as amended, producers and handlers of specified fruits and vegetables may "self-regulate" through marketing orders. In this article, the evolution of marketing orders, their present importance for fruits and vegetables, and the types of marketing assistance provided by orders are discussed.

KEY WORDS: Marketing Orders, Marketing Agreements, Fruits, Vegetables

Producers of fruits, vegetables, and specialty crops have always faced great uncertainty in marketing their products. Part of this uncertainty is unavoidable; for example, little can be done to control the of weather. Part of the uncertainty is manmade—uncoordinated decisions by hundreds of producers and handlers concerning how much, where, and what quality to sell can result in highly unstable prices.

Federal marketing orders are intended to reduce the uncertainty. Orders are regulatory programs issued by the Secretary of Agriculture that legally obligate all commodity handlers to abide by order terms.[2] The terms basically involve regulation of commodity quality and quantity, container and pack standards, and conduct of research and market development projects.

HISTORICAL PERSPECTIVE

Throughout the agricultural depression of the 1920's and early 30's, numerous agricultural cooperatives involved in marketing fruits and vegetables attempted to combat low prices and chaotic marketing conditions by administering quantity and quality control programs. The programs were generally unsuccessful, mainly because of "free rider" problems. For example, producers and handlers not associated with the cooperative would increase sales when the cooperative initiated a quantity reduction program. This would simultaneously penalize cooperative members and benefit independents. Efforts to eliminate the free rider problem led ultimately to inclusion of marketing agreement and license programs within the Agricultural Adjustment Act of 1933. Constitutional questions concerning parts of the Agricultural Adjustment Act caused the reenactment of the marketing order and agreement program as the Agricultural Marketing Agreement Act of 1937 (AMAA).

[1]The author is an agricultural economist with the National Economics Division, Economics and Statistics Service, stationed with the Department of Agricultural Economics, University of Wisconsin-Madison.

[2]Marketing agreements, in contrast to marketing orders, are binding only on signatory handlers. Distinctions and similarities between orders and agreements are discussed in Part II of the series.

Eligible Commodities

The agricultural commodities for which marketing orders may be used are specified in the AMAA. Over time numerous amendments have modified the list of eligible commodities. The present eligibility list is shown in table 1.

Not all eligible commodities are covered by marketing orders. In addition to their extensive use for fluid milk,[3] Federal marketing orders are used mainly for fresh fruits and vegetables, dried fruits, and nuts. Exceptions include olives for canning, tart cherries and cranberries for both canning and freezing, hops, and spearmint oil.

Extent of Order Coverage

Currently, 47 fruit, vegetable, and specialty crop orders are in effect. The importance of these orders differs considerably among commodity subsectors. In citrus, practically all fresh domestic sales are influenced by one or more of the nine Federal orders (see table 2). Seventeen Federal orders cover all or part of noncitrus fruit sales—only apples are absent from the list of major noncitrus crops. In the case of fresh noncitrus, coverage ranges from about 12 percent of total commodity sales (fresh market grapes) to 100 percent (nectarines and papayas). Federal order coverage is complete in the case of three noncitrus fruits for processing and for seven of eight dried fruit, nut, and specialty crops.[4] Orders cover relatively smaller proportions of U.S. production in the case of 13 orders for fresh vegetables and melons.

Order Provisions

The declaration of policy in the AMAA includes the following: ". . agricultural commodities in interstate commerce as will establish, as the prices to farmers, parity prices . . .".To achieve this objective, several types of provisions are spelled out in the act. They can be broadly categorized as activities involving quantity control, quality control, and market support.[5]

TableCommodities Eligible for Federal Marketing Orders Under the Agricultural Marketing Agreement Act of 1937[1]

Part I: Commodities Specifically Designated as Eligible[2]

(1) Milk
(2) Fruits for fresh market, except fresh market apples, produced outside the following states:

N.Y.	Maine	Conn.	Ohio
Mich.	Vt.	Colo.	Wash.
Md.	N.H.	Utah	Ore.
Ind.	R.I.	N.M.	Ida.
Calif.	Mass.	Ill.	N.J.

(3) Vegetables for fresh market
(4) Tree nuts (almonds, walnuts, pecans, and filberts)
(5) Specified fruits for canning and freezing:
(a) pears and olives
(b) grapefruit, cherries and cranberries provided any order is approved by processors handling more than 50 percent of volume
(c) apple outside of the following states:

N.Y.	Calif.	R.I.	Utah	N.J.
Mich.	Maine	Mass.	N.M.	
Md.	Vt.	Conn.	Ill.	
Ind.	N.H.	Colo.	0hio	

provided any order is approved by processors handling more than 50 percent of volume
(6) Asparagus for canning or freezing
(7) Tobacco
(8) Hops
(9) Honeybees
(10) Navel stores
(11) Turkeys
(12) Turkey-hatching eggs.
(13) Peanuts, provided no single order is applicable to more than one of three designated producing regions (Virginia-Carolina, Southeast and Southwest)
(14) Any other agricultural commodity not specifically excepted

[3]Milk orders are administered differently from other orders and employ a different set of provisions. This series does not apply to milk orders.

[4]While table 2 shows complete order coverage for these seven crops, small amounts of walnuts, dates, and prunes that are not reported by ESS are produced outside the order areas.

[5]Authorization of a provision does not imply use. In many cases, permitted regulations are not employed every year.

[1]Interpretation of eligibility list in 7 U S.C. 608C (2).

[2]Eligible commodities from 7 U.S.C. 608c (2) (A) and (B) plus exceptions to exceptions.

Part II: Commodities Specifically Designated As not Eligible[3]

(1) Specified canned or frozen fruits:

pears	cherries	cranberries
apples	grapefruit	

(2) Products of naval stores
(3) Products of honeybees
(4) Fresh apples produced outside of states noted in (2) of Part 1
(5) Fruits for canning or freezing, except as specified in (5) of Part I
(6) Vegetables for canning or freezing except asparagus
(7) Potatoes for canning, freezing or other processing
(8) "Basie" agricultural commodities:

cotton	grain	sorghums	oats	barley
rice	wheat	corn	rye	

(9) Sugar crops (sugarcane and sugar beets)
(10) Oil crops: soybeans, cottonseed and flaxseed
(11) (11) Livestock and livestock products not specifically designated eligible in (1), (9), (11) and (12) of Part I:

honey	poultry	eggs
wool	mohair	

(12) Products of any eligible agricultural commodity except as specifically permitted

[3]Exceptions to eligibility list in 7 U.S.C. 608C (2) (A) and (B).

Table 2.--Federal Marketing Order Coverage of U.S. Fruits, Vegetables and Nuts, 1977-79 Crop Year*

Commodity	Av. 1977-79 Utilized Production 1/		Order production as a percent of total
	Under Order 2/	Total U.S.	
	1,000 tons		Percent
Fresh Citrus: 3/			
Oranges	1,741.6	1,741.6	100.0
Grapefruit 4/	986.7	1,170.3	84.3
Lemons	471.1	471.1	100.0
Limes	17.7	17.7	100.0
Temples, Tangeloes, and Tangerines	267.7	319.0	83.9
Fresh Noncitrus:			
Avocados	18.3	122.0	15.0
Nectarines	156.9	156.9	100.0
Peaches	194.0	590.5	32.9
Apricots	2.3	10.7	21.5
Sweet Cherries	40.6	74.3	54.6
Prunes and Plums 5/	181.1	196.1	92.4
Tables Grapes	54.8	480.9	11.4
Pears	271.0	298.5	90.8
Papayas	24.2	24.2	100.0
Processed and Dual-Purpose Noncitrus:			
Cranberries	117.3	117.3	100.0
Tart Cherries	93.8	93.8	100.0
Olives	77.0	77.0	100.0
Dried Fruits, Nuts and Specialty Crops:			
Almonds	231.8	231.8	100.0
Filberts	13.0	13.0	100.0
Walnuts	186.8	186.8	100.0
Dates	23.1	23.1	100.0
Raisins	240.9	240.9	100.0
Hops	27.5	27.5	100.0
Prunes	142.3	142.3	100.0
Spearmint Oil 7/	.9	1.2	75.0
Fresh Vegetables:			
Fall Potatoes	10,643.9	15,495.7	68.7
Summer Potatoes	184.3	1,077.1	17.1
Onions	452.8	1,593.3	28.3
Tomatoes	439.2	1,083.7	40.5
Celery	203.8	843.5	24.2
Lettuce	31.8	3,024.2	1.1
Melons 8/	135.1	753.0	17.9

1/ Production utilized in market or markets specified in orders. U.S. totals may exclude small amounts produced outside major states, which are not reported by the Crop Reporting Board, ESS. U.S. utilization includes revised 1979 data, order utilization based on state data, and does not incorporate revised data in all cases.

2/ May include export sales that, in some cases, are not directly affected by order provisions.

3/ 1976/77-1978/79 crop year averages.

4/ Order production does not include grapefruit from Arizona. An order covering Arizona and the desert producing area of California was terminated in March 1980 and simultaneously replaced by an order limited to California.

5/ Order production does not include Idaho production for which an order was terminated in August 1979.

6/ Includes California desert grapes, not covered by order until June 1980.

7/ Order initiated April 1980.

8/ Order initiated in April 1979. Production includes cantaloups and honeydews.

Source: Crop Reporting Board, Econ. and Stat. Serv., various annual crop summaries.

Quantity control provisions represent the strongest form of regulation permitted under marketing orders; that is, methods used to directly regulate quantity have the greatest potential for affecting price.

Two basic methods of quantity control are used. One method involves management of the absolute volume handled, while the other regulates the timing of marketing within a season.

Volume Management

Specific methods of volume management are producer allotments, market allocation, and reserve pools. Producers allotments represent perhaps the most effective way of controlling quantity through the use of marketing orders. Each producer is assigned a specific quantity that a handler may market on behalf of the grower during the marketing season. This quantity, known as an allotment, is normally based on historical sales. As an example, consider the Federal order for hops. Each hop producer has an allotment base calculated from sales during 1962-1965, the 4 years before the establishment of the hop marketing order. In each marketing season, the total quantity of hops to be sold is established and expressed as a percent of the sum of allotment bases for all producers. Individual sale allotments are simply this percentage applied to individual bases. Any grower's production in excess of this allotment may be held in a reserve pool.

Only four fruit and vegetable marketing orders have authority to use producer allotments—cranberries, Florida celery, hops, and spearmint oil. The authority to establish producer allotments in the cranberry order has never been exercised. Allotments are assigned under the other three orders, but competitive conditions limit their effectiveness in controlling aggregate sales. For example, Florida incurs heavy competition from California supply sources during their celery marketing season. Any attempt to substantially reduce sales through producer allotments would likely be welcomed and exploited by California celery growers. Moreover, Florida celery allotments have historically been set far in excess of actual shipments, and the order provides specific percentages for new entrants, as well as an allowance for these base holders who wish to increase their sales.

Hops producers are also constrained from using producer allotments to control the quantity marketed in the United States. While the order covers the entire domestic production area, imports presently comprise about one-third of U.S. hops consumption. In the case of the spearmint oil order (initiated in 1980), the order is quite comprehensive, and imports are not important. But, the order does not bar entry of new producers.

Market allocation refers to volume management provisions that specify the maximum quantity that may be shipped to one of two or more separate markets for the commodity. These programs can be effective in elevating producers returns if (1) different markets for the same commodity have different elasticities of demand, and (2) trading between markets to take advantage of price differences can be prevented. In orders using market allocation programs, primary and secondary markets are designated. Demand in primary markets is relatively inelastic, meaning that an additional unit sold in the primary market will depress prices more than if sold in the secondary market. Consequently, restricting shipments to the primary market has the effect of raising the weighted average price above what it would be if handlers independently allocated receipts to the primary and secondary markets.

Five fruit and vegetable orders have market allocation provisions—almonds, walnuts, filberts, California dates, and California raisins. For all five commodities, market allocation is implemented in a similar fashion. Before harvest, a "free" or "salable" percentage is determined from crop size and other market conditions. Each handler then applies the percentage to total handlings to determine the quantity that may be marketed without restrictions. Sales in excess of the free or salable percentage must be made in "noncompetitive" markets. These are usually specified in the orders as export, manufactured products, oil, or livestock feed. Free percentages may be increased during the marketing season if primary demand turns out to be greater than initially anticipated, but percentages may not be lowered.

The third type of volume management provision employed in fruit and vegetable marketing orders is a reserve pool. Reserve pool programs are similar in principle to market allocation programs. They differ in that restricted portions of the affected crops are held as a "set-aside," or reserve pool, rather than diverted immediately to secondary markets. Under this type of plan, sales out of the reserve pool can be made on the primary market if demand conditions improve or supplies fall short of initial expectations. Alternatively, reserve pool contents may be held for primary market sale in succeeding marketing years, diverted to secondary markets, or disposed of in nonfood uses.

Reserve pools are used in six fruit and vegetable marketing orders—cranberries, tart cherries, spearmint oil, raisins, hops, and prunes.

Market Flow Regulations

In contrast to volume management provisions, orders that regulate the market flow affect the distribution of sales rather than absolute quantities. Underlying their use is the notion that demand tends to shift over a marketing season in such a way that strategic restrictions on the pattern of shipments will yield higher grower returns. In practice, these provisions attempt to even out shipments over the season to avoid gluts (with corresponding low prices) and shortages (with corresponding high prices and lost sales).

The regulation of market flow is implemented through handler prorates and shipping holidays. Prorates indicate the maximum quantity a handler may ship over a stated period of time, usually a week. Handlers receipts in excess of this quantity must be held for shipment at a later time, or diverted to secondary markets. Prorates for individual handlers are assigned according to prorate

bases, which are related to the prospective supplies that handlers control through ownership or contracts with growers.

Prorates are used extensively in the citrus industry, where fruit may be stored on the trees for lengthy periods of time without significant quality loss. Consequently, it might appear that order-imposed shipping limits are not excessively binding. However, use of prorates during most of a marketing season may be equivalent to volume management regulation. There is evidence, for example, that citrus fruits meeting fresh standards are diverted to processing because of limitations placed on fresh shipments through the use of prorates.

Different degrees of control are permitted under prorate plans. Prorates for Florida grapefruit in the Indian River district can be used for only 12 weeks during January-April; in the Interior district, they can be used for up to 14 weeks. But, prorates may be established for any week of the season under the California orange and lemon marketing orders. But, handlers may, however, overship allotments by as much as 20 percent (to be deducted from the handler's prorate for the next week), and prorate "trades" are permitted among handlers and among districts.

Nine marketing orders authorize some type of prorate program. Six of these cover citrus, and the rest regulate Tokay grapes, Florida celery, and South Texas lettuce.

Representing a weaker form of market flow regulation, shipping holidays are short periods during which all commercial sales by handlers are prohibited. Individual orders specify conditions under which holidays may be declared, the maximum length of holidays, and minimum periods between holidays. In practice, shipping holidays are typically used to avoid a buildup of supplies in terminal markets during times of restricted trade activity, usually periods surrounding calendar holidays.

QUALITY CONTROL

Quality control provisions in Federal marketing orders permit the setting of minimum grade, size, and maturity standards. These standards are normally enforced through mandatory Federal inspection.

The rational for use of quality control provisions may be viewed in two ways. On the one hand, the removal of off-grade products improves the average quality moving to market. A higher quality product for the consumer should, presumably, command a higher price. Consequently, producer returns would be increased. On the other hand, quality restrictions reduce the amount available for sale and can consequently be viewed as an indirect means of quantity control.

In actual practice, the vigor with which quality controls are enforced varies considerably among orders and within the same order over time. In some cases, order-specified quality standards remain unchanged over several marketing years. This use suggests an intent to impose and maintain minimum levels of product quality. In other cases, standards are changed from season to season or periodically within shipping seasons. This might be evidence of an attempt to manipulate the total quantity sold—that is, use of quality standards as a form of quantity control. On the other hand, many shifts in quality requirements are made necessary by significiant changes in actual crop quality caused by such things as weather, etc..

All of the fruit and vegetable marketing orders presently in effect authorize some form of quality control. Thirty-six allow the imposition of both size and grade regulations. Two permit only grade regulations, and three only size. Two orders, cranberries and tart cherries, apply grade and size standards only to the restricted portion of the crop (both use reserve pools). Two Florida orders for grapefruit (Interior and Indian River) do not authorize size and grade standards directly, but fruit sold under these orders is also covered under the Florida citrus order, which does permit the use of size and grade standards.

The AMAA states that if certain specified commodities are covered by a marketing order containing quality control provisions, then imports of those commodities must meet the same or comparable quality standards. Presently, such import regulations apply to the following commodities:

Fruits	Vegetables	Specialty Crops
Avocadoes	Potatoes	Dates, other than for processing
Grapefruit	Onions	Walnuts
Limes	Tomatoes	Prunes
Oranges		Raisins
Olives		Filberts

MARKET SUPPORT ACTIVITIES

A final category of provisions in Federal orders for fruits and vegetables is called in this article, for lack of a better term, market support activities. The provisions do not directly affect the quantity sold, either in an absolute sense or over time. Rather, they contribute to achieving other legislative goals generally relating to the notion of orderly marketing.

Several types of market support activities are used in various marketing orders. Standardization of containers and packs is used to promote uniformity in packaging and consequently to make receivers more confident about the consistency of shipments. Orders also provide for the assessment of handlers to raise funds to support production, marketing, or advertising research. Advertising is

permitted only for the specific commodities listed in the act. Orders may also be used to require handlers to post minimum prices and to prohibit unfair trade practices. However, these provisions are seldom employed. All orders require handlers to provide shipping information necessary for administering the orders.

Market support activities are widely used in all of the major commodity groups. Among citrus orders, pack and container regulations are authorized in the orders for Florida citrus, Florida limes, and Texas citrus. All citrus orders, except those for Florida citrus and Florida Interior and Indian River grapefruit, can be used to raise money to support research and development projects. Advertising is authorized in the Texas citrus, Florida lime, and California grapefruit orders.

All noncitrus fruit orders contain provisions for financing research and development. Six orders permit advertising. Most noncitrus orders also provide for pack and container standarization.

Two of the six orders for potatoes and all of the vegetable orders authorize assessments for research and development. Most permit pack and container standardization. The Idaho-Oregon onion and the Florida celery orders permit advertising.

Finally, date, prune, and filbert orders permit pack and/or container regulation, while advertising is authorized in the almond and date orders. The dried fruit, hop, and nut (except filbert) orders authorize research and development projects.

Summary

Under the AMAA, producers and handlers of specified fruits and vegetables may "self-regulate" through marketing orders. The major provisions that may be incorporated in orders involve quantity and quality control. Quantity control is implemented through restrictions on total seasonal sales (producer allotments, market allocation plans, and reserve pools) or the intraseasonal distribution of sales (weekly prorates and shipping holidays). Quality control regulations specify minimum shipping standards for size, grade, or product maturity. In addition, orders may be used to standardize packing containers or types of pack and to finance research and promotion.

The process through which order regulations are imposed and lifted is the subject of the next part in the series. In it, we will cover how orders are established, amended, and terminated and how decisions regarding regulations are formulated through the cooperation of growers, handlers, and the U.S. Department of Agriculture.